

WHO ARE WE?

Vin- og brennevinleverandørenes forening (*Association of Wine and Spirits Suppliers*) VBF, is a business and interest organisation for private, Norwegian manufacturers and importers of wine, spirits and imported beers. We have approximately 90 member companies within Norwegian production and import. These are a good blend of large, medium-sized and small companies, and products from VBF member companies represent approx. 75-80% of Vinmonopolet's turnover.

WHAT DO WE WANT?

We want a responsible alcohol policy that ensure that the largest possible proportion of wine and spirits is sold via registered channels – i.e. Vinmonopolet and the licensed trade.
We believe that Vinmonopolet is the world's best wine and spirits store – both as an alcohol policy instrument and because it has a range and quality that is hard to beat.
We want Vinmonopolet to operate under framework terms that mean that ordinary people can shop there – and not flock en masse to the Swedish Systembolaget. We want reduced cross-border trade of alcohol because it safeguards Vinmonopolet, Norwegian jobs and Norwegian value creation. #jobberiNorge

OUR GOALS:

Vinmonopolet for at least another hundred years (Vinmonopolet is 100 years old in 2022).
Harmonised alcohol duty with Sweden.
Harmonised regulations in Europe for production and labelling.
Competitive terms and conditions for Norwegian manufacturers.
A professional industry in all areas.

OUR VALUES:

We support Vinmonopolet.
The industry must be socially responsible – both in Norway, (through responsible sales) and internationally (follow up og Vinmonopolet's ethical trade and the Transparency Act's regulations regarding manufacturing conditions).
Equal competitive conditions.



CONTACT US – JOIN US!

Send an e-mail to: info@vbf.no if you require further information or wish to join our organisation.
You can find us in the NHO building in Majorstuen.
On our website at: [VBF \(nhond.no\)](http://vbf.nhond.no) you can find contact information if you would like to call us, or to arrange a meeting. 😊