

Choosing the name to a product – in Finnish or not?

David Cohen, winemaker at *Ainoa Winery*



The founders

Paola Guerrero de Cohen, CEO

Ecuadorian businesswoman with degree in Finance from the US.

Worked in banking, financial services and health care industries before moving to Finland.

Recognized the market need for top quality Finnish wines.

Set up company, obtained licenses, lined-up suppliers, and manages all business functions.



David Cohen, Winemaker

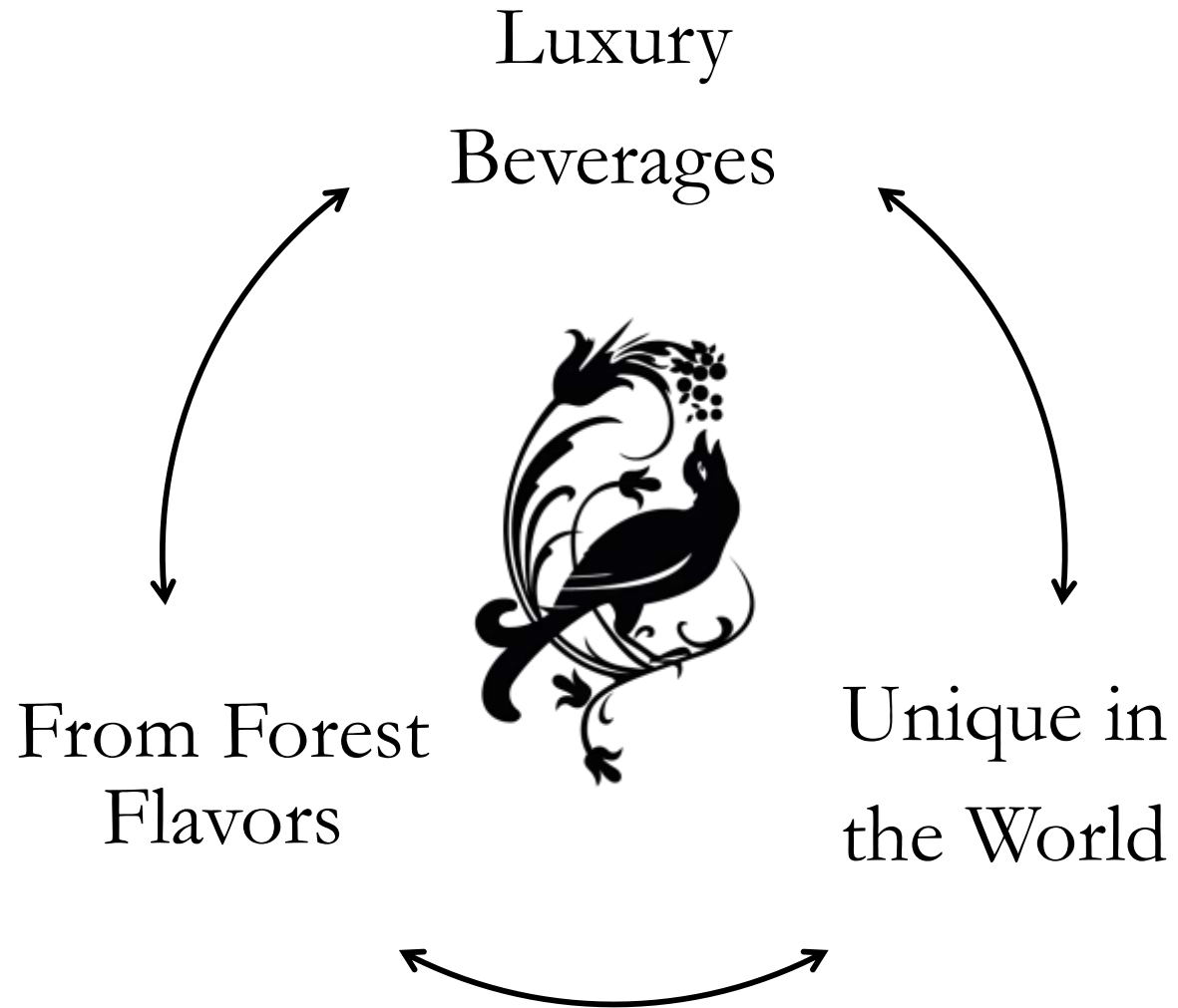
American Mechanical Engineer with 30+ years experience in the Molecular Biology tools industry.

In 2005 he co-founded Finnzymes Instruments Oy in Espoo, Finland. It was acquired by ThermoFisher Scientific in 2010.

Self-taught hobby brewer and winemaker, who borrowed techniques used in winemaking around the world and developed new ones to bring out the full potential of Finnish ingredients.



Market Positioning





AINOA

wines from the forest



Translation:

Only, unique

Pronunciation:

“I know a winery”



Ainoa products



Aho (meadow) – Sauvignon blanc, Semillon & strawberry blend

Ilta (evening) – Merlot & raspberry blend

Havu (coniferous) – Lingonberry & spruce tip wine

Kaamos (polar night) – Lingonberry & glögi spiced wine

Kaste (dew) – Sparkling lingonberry & meadowsweet wine

Kultainen (golden) – Special edition cloudberry wine

Kuningatar (queen) – Blueberry & raspberry dessert wine

Sametti (velvet) – Blueberry dessert wine

Silkki (silk) – Dry blueberry wine

Suven Taika (magic of summer) – Strawberry dessert wine

Taival (journey) – Sea buckthorn & apple mead

Vaapukka (archaic word for raspberry) – raspberry dessert wine

Valokki (dialect word for cloudberry) – cloudberry dessert wine

Viive (delay) – apple cider

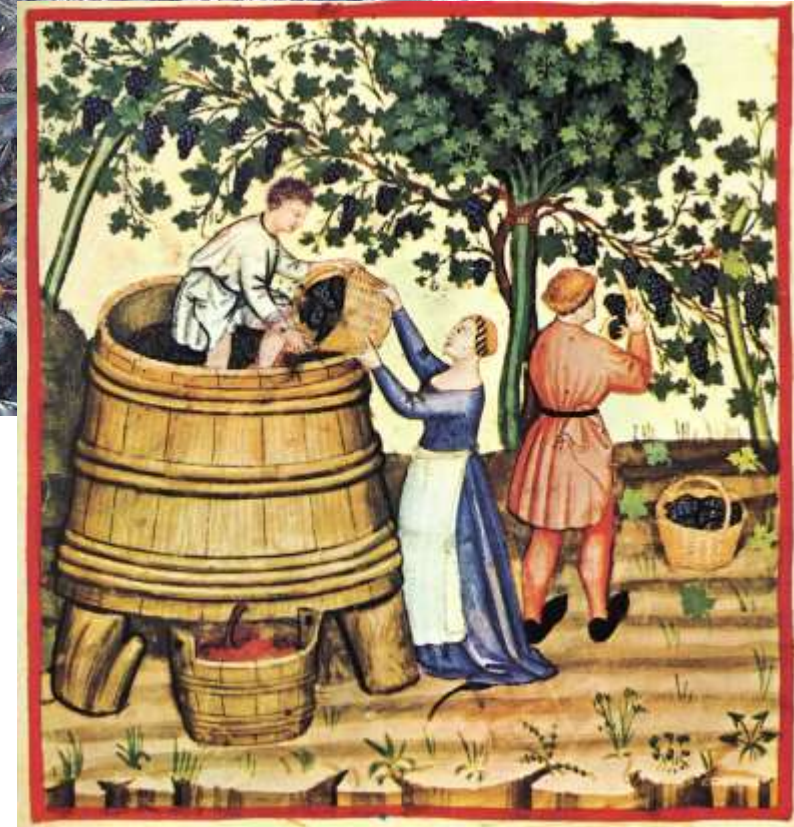


In the US, we taught ourselves how to make wine from grapes, studying methods used around the world.



And we realized that methods varied, especially in Europe, where techniques were developed over centuries to take advantage of the local terroir.

New world wines typically just try to copy old world flavors.





Upon arriving in Finland in 2008, we used both the techniques we had learned and developed new methods to create wines that reflected the Finnish terroir and could complement the Nordic cuisine we discovered in our new home.

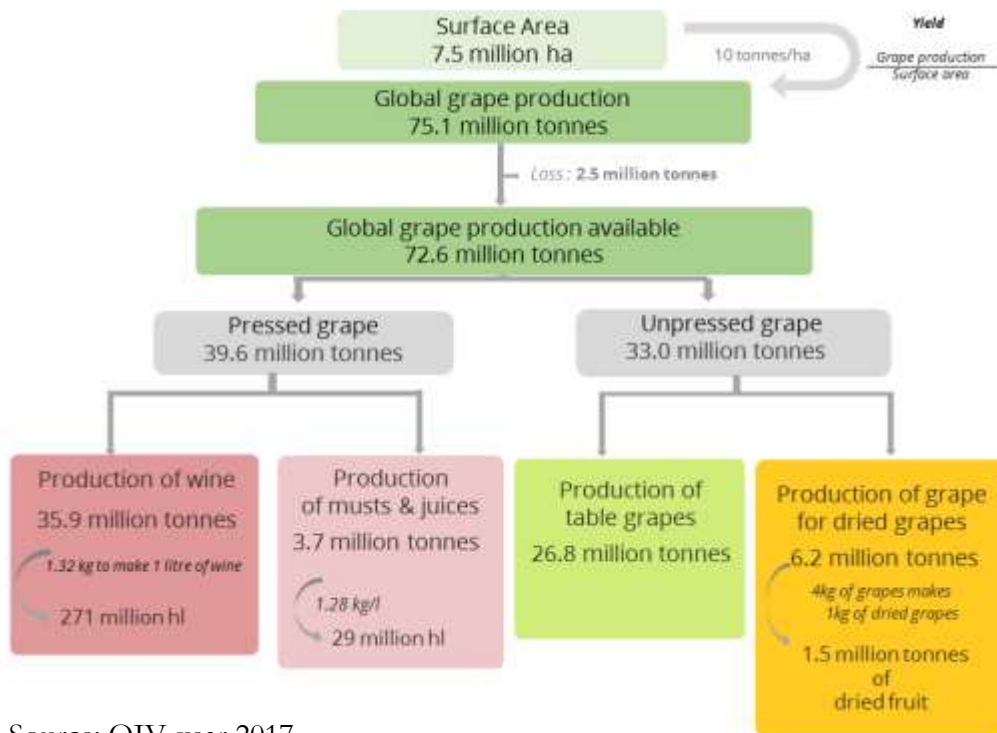


In 2014 we founded our winery to create fine wines that were proudly Finnish.



“Great wines are made in the vineyard”

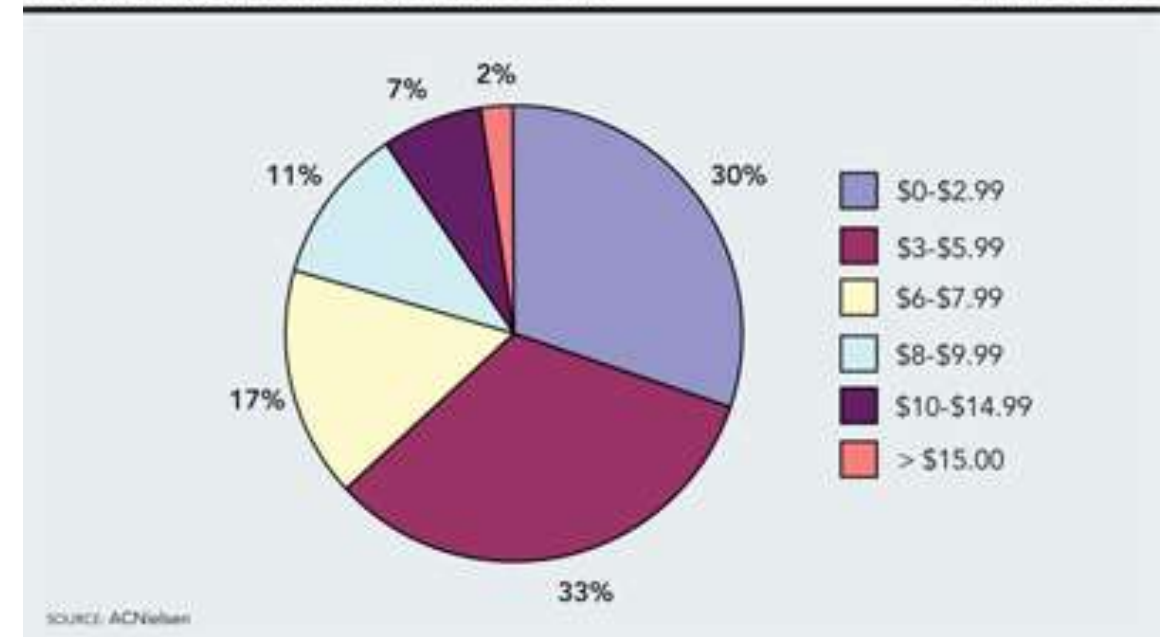
The limiting factor for making top quality wines is the availability of top quality of the fruit.



Source: OIV, year 2017

Market Share of Wines at Each Price Point

October 21, 2006



Source: Wine Business Monthly



Our Vineyard



But how do you enhance these miracles of nature to
create miraculous wines?



Product development

"I have not failed. I've just found 10,000 ways that won't work."

Thomas Edison

Trial and error method to create wines from native Nordic ingredients.

Average time to create a new product: 3 years.



Placing Finland on the world's wine map

In 2016 Sametti became the first wine from Finland to win a gold medal in an international competition.



To date more than 50 international quality awards for Ainoa Wines



Placing Finland on the world's wine map

≡ WINEENTHUSIAST



INDUSTRY NEWS

The Secret Behind Finland's Wine Revolution

BY AMY GUTTMAN





Placing Finland on the world's wine map

telegraph.co.uk/lifestyle

Saturday 12 November 2022

TRAVEL SECTION OF THE YEAR

The Daily Telegraph

Why it's time to raise a glass to Scandi rouge and blanc

Climate change is turning the Nordic countries into viable wine producers. Sarah Marshall tastes the fruits of their labour

As I stand on a finger of land protruding into the North Sea, the glass of bubbles I am sipping from as festively as surf breaking on rocky shorelines and sparkles with more brilliance than the fairy lighting on.

Long summer days allow grapes to ripen slowly along Denmark's fringing peninsula, a nine-mile strip of marginal moorland created by glacial movements in the last Ice Age, forming a surprisingly productive terrain.

"As it turned out, this is actually a perfect spot for wine growing," says Britta Newberry, co-owner of Denmark's biggest vineyard, Dyrehed Vineyard. "Nobody really knew that."

An hour and a quarter's drive from the Michelin star-studded restaurant of Copenhagen, the owner of West Zealand has sparked an open agrarian revolution. Favourable conditions such as lower rainfall, more hours of sunshine and calcium-rich soils were

Three Scandi sleep and sip experiences

Cold Hand Winery Denmark

Apples, cherries, pears and plums form the basis of fruit wines at this vineyard, a 40-minute drive from Aarhus. For a truly vintage experience, sleep in an Italian wine barrel or a 1970s Alstrom in the orchards. From £200 per night (B&B two sharing), £25pp wine tasting (includes lunch). Try: Malva 3. Finnish apple wine 2018. Some apple varieties

additional novelty of potentially slipping wines in the snow.

"Our wines are very fruity, due to the slow ripening," says Britta, as we savour the older flower scents of a 2018 Sektis 2018.

"We have a lot of acidity because of the cold nights and calcium in the ground gives a crispness. And because this is an organic country, we don't use any chemicals." The final product, she proudly claims, is "a wine that tastes like Denmark".

The Danes have demonstrated that it is possible to make delicious wines in northern Europe, but vines are successfully taking root at even more extreme latitudes.

Daniel Carlsson belongs to one of several farming families to have embraced viticulture in Sweden. The Astad Vineyard vineyard lies in Häländ, a low-lying coastal region of gently undulating hills and sloping sandy beaches in the south-west. A rural resort with a hotel, spa and a recently re-designed Michelin star restaurant, called AWO, it is an example of wine tourism's potential in Scandinavia.

"I believe we have only seen the start of Sweden's take-off in wine and that there may be significantly more and larger vineyards in the future," insists co-owner Daniel, who managed the farm with his siblings as a future retreat before planting vines in 2010.

"Wherever there are large bodies of water that balance the temperatures, there is also the possibility of growing wine," he says.

In Norway, the industry is even more of a novelty. Currently, there are only around 10 commercial projects operating. Bjørn Bergsmo, who breeds truffles on slopes of 60.3 degrees north, hopes his Minde Vineyard will soon become the most northerly commercial vineyards in the world.

Framed by snow-dusted mountains and the glimmering fjord, it is certainly one of the most scenic.

Taking a typically leftfield approach to learn about Finland's berry-based wines, has chosen to focus on berry wines.

Hivelli Pookaharju Finland

A two-hour walk through the forests around Lake Saimaa provides an opportunity to learn about Finland's berry-based wines.



enough to persuade Britta's farming family to adapt their agricultural practices and switch to planting more than 30,000 vines.

But recent changes in weather have also been a central factor, she tells me, as we look to the signs of just another uncharacteristically hot evening. Once considered extraordinary, temperatures consistently in the high 30Cs are readily becoming a Nordic norm.



“Taking a typically leftfield approach from its neighbors, Finland, meanwhile has chosen to focus on berry wines.”



Placing Finland on the world's wine map





Why use Finnish names?

To create a successful product every aspect of it needs to be strong and give a unified message, including the name.

- Product Quality
- Product packaging
- Name accurately describes the product
- Authentic heritage

A native Finnish name reinforces the connection between the product, its origins and critically its heritage.



Photo: Visit Lahti



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