



## Press release

Regensdorf/Zürich, January 2022

### Baur au Lac Vins prepares itself for the future

Tradition strengthened by innovation

With its concentrated expertise, Baur au Lac Vins, the prestigious and innovative wine merchant of the H. Kracht's Erben AG in Zürich, which also owns the 5-star hotel Baur au Lac, is preparing itself to meet the ever more complex, more digital and more competitive demands of the Swiss premium wine market.

**Mark James "Jimmy" Roser** (who joined the management board in June 2020) will set the course for the Swiss premium wine merchant Baur au Lac Vins as Managing Director from January 2022. His many years of international experience in sales, marketing and strategic business management in various sectors make him the ideal successor to Stephan Radloff. As a half-Scotsman he knows how to sail in rough seas: "I see my task to lead the wine trade of this family business with its motivated and professional staff into a new era and to make it stronger for the next generation."

**Stephan Radloff**, who has been a committed contributor to the great success of Baur au Lac Vins for more than 25 years and has been in charge until now, continues to act as general manager and in the future will focus on the development of the sections corporate clients, hotels, restaurants, canteens and specialist off-trade as well as the Asian market.

**Marc Almert**, head sommelier at Baur au Lac and of Baur au Lac Vins and the reigning ASI Best Sommelier of the World 2019, will join the board of management in January. Almert will continue to be involved both at the Baur au Lac and at Baur au Lac Vins. The wine trading company distributes a range of well over 3000 wines and fine spirits from over 300 global producers, for approximately 100 of which it is the general distributor.

**Jürg Thomann**, who has been a member of the extended management board since February 2021, will continue to lead the e-commerce department as Head of Digital and bear overall responsibility for the digitalisation of Baur au Lac Vins.

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