

Wein-Plus – the independent and authoritative wine network

Wein-Plus was founded in 1998 by wine lover and information sciences graduate Utz Graafmann, as a neutral and independent platform on which all participants could obtain and exchange information on the topic of wine. Today, it is probably the world's largest and most frequently used Internet forum on the topic of wine, with a content of more than 500.000 pages.

Network for information and communication

Wein-Plus does not sell anything, instead it is a rapidly growing open network for more than 215.000 registered private wine lovers and professionals, and is used daily by more than 6.500 people.

They use the platform to obtain information on wine, to make contacts, to find support or to promote their wine business. Wine lovers can find their favourite wines, and wines find their enthusiasts. Wine buyers can find their wine merchants, and these, in turn, find their customers here.

Leading in distribution and popularity

With its German and English-language versions, Wein-Plus reaches many countries around the world. With reference to the key word „Wein“, it is ranked in 1st position by all leading search engines, relative to many million search results.



Wein-Plus is an enormous network of wine lovers, professionals and reliable wine information. Here it all comes together – questions, information, offers and requests are brought together.

On Wein-Plus, everything is all about wine

Each working day, professionals taste the leading wines of many wine growing regions around the world, under laboratory conditions, and wine lovers can refer to this information via the up-to-date wine guides.

The **Wine Glossary** has more than 15.000 wine-related terms, and is the most comprehensive wine encyclopaedia available anywhere.

In the **Wine Magazine**, wine journalists provide information on current developments in the wine world.

The **Wein Fahnder** provides the bridge between supply and demand, providing a central site from which more than 180.000 wine offers by more than 350 wine shops can be accessed.

The **Wine Regulars Table** allows participants to expand their personal wine horizon by tasting selected recommended wines.

The **Internet Guide** is your access to several thousand additional offers on wine on the Internet.

Wein-Plus is simply the wine hub on the Internet. Services provided include the creation of an Internet presence as well as professional advice on questions of Internet marketing by our team, which has experience both in wine and on the Internet.

Financing through subscription and advertising

The project is financed by means of an annual subscription fee, which must be paid to obtain full access to all the services provided by the platform. Without such a subscription, most information can still be accessed, but with limitations, e.g. not fully up to date.

In addition, Wein-Plus is financed by selling advertising space on its Internet platform.

Wein-Plus also leads in terms of link popularity

The link popularity indicates how often other Internet pages refer to an Internet page. This is a very reliable indicator for the level of awareness of a website.

Below is the number of links, as established with the aid of Yahoo, that refer to Wein-Plus, as well as to other wine-related sites.

