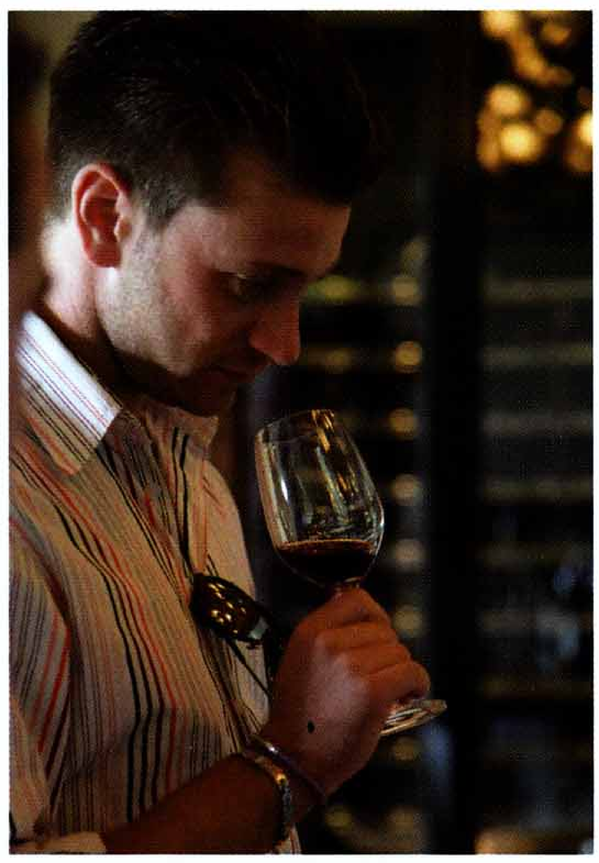
fin

fabulous is needed

The first specialty wine distributor in Thailand.



"fin fabulous is needed" is a lifestyle company founded in 2003 for tailor-made exclusive events and as a specialty distributor of handcrafted boutique wines.

Benjawan Wisootsat, the Managing Director and owner of the Optimum group, created fin and has been successful convincing some of the best and most exclusive winemakers in the world to appoint her to be the exclusive distributor for their wines in Thailand.

The number of bottles of every individual wine produced by these world famous winemakers is limited and all these so called boutique wines represent less than 5% of the world wine production whereas more than 95% of all wines produced in the world are commercial efforts and products of industrial farming. fin does not import any factory wines even though these wines represent today about 97% of all wines sold in Thailand.

Wines from "fin fabulous is needed" are found in Thailand's leading five-star hotels, top restaurants and best boutique resorts.

It is an honour for Benjawan that an exclusive group of top winemakers has agreed to give their world famous wines to her young company to distribute them exclusively to the best destinations for wine lovers in Thailand.

Today there is a tremendous demand for these wines all over the world but the size of the small vineyards, mostly family-owned for generations, cannot be extended.

Therefore, you will not find these top boutique wines distributed by Fin in any retail shop or supermarket, but exclusively on the wine lists of Thailand's leading five-star hotels, top restaurants and best boutique resorts, carefully selected by Benjawan.

If you visit or live in Thailand and have taste, class and lead an individual lifestyle, ask for wines from Fin. Any place that has wine from fin on its wine list can be considered a five-star hotel, a top restaurant or an exclusive boutique resort and will surely fulfill your high expectations and fit your lifestyle choices.