



*“Organic is the next big thing”*

## FIN WINES

“My dream was to do something with wine ever since I discovered it,” says Jan Ganser. After moving to live at Lake Constance where he befriended a wine trader, the co-founder of FIN Wines admits he has always preferred wine to beer and schnapps—despite being German. As a traveller, he is also curious to try different grape varieties as he believes wine can reflect the culture of a country. Nearly 10 years ago, he and his wife Benjawan Wisootsat created FIN, which stands for fabulous is needed. “At that time, there were no niche wines available in Thailand,” he says. “Our boutique labels have enticing characteristics and are unique to the market.”

Starting out with only 30 labels, FIN Wines became known for its willingness to take risks and the company slowly made a name in Thailand by cracking open the limitations of the trade. “Our first clients have been five-star hotels, luxury resorts and top restaurants, bringing the labels we love to the places we love,” he says. Thailand’s economy was growing and the market had a large capacity to expand. However, the entrepreneur admits that it was a challenge to sell something locals had not heard of. “Thais are now more open-minded and receptive than before,” says Ganser. “We were the first to bring in wines from countries like Austria and Greece when people said we wouldn’t be able to sell it.” At the moment, the majority of FIN Wines’ clients are expats, but Ganser is working on changing that. “We have always been pioneers of the wine trade in Thailand in working with boutique winemakers,” he says. “We have many followers who try to implement similar marketing strategies, but we will go one step further to keep our position as pioneers.” The couple reveal their plans to move into importing only organic wines, under FIN Naturally, to take advantage of its surging trend. “We currently have sustainable and biodynamic wines, but our new range will all be organic,” he says.

Ganser insists he sells only wines that he likes. “We can’t sell those that we don’t like or are not passionate about,”

adds Benjawan. Of course, when it comes to perfect food pairings, it is more difficult to choose. “If I were to prepare an anniversary dinner for my wife, I would make a traditional German duck with sour cream sauce, red cabbage and potatoes and pair it with a barolo from Piedmont.” (Benjawan smiles approvingly.) “Oysters and caviar would make a good starter, paired with a grüner veltliner, before finishing with a crème brûlée and a sauternes from Château Gilette.”