

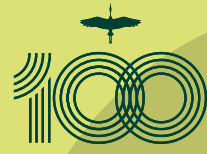
Great wine for everyone!

1920s, 1930s and 1940s

From concept to reality: The ‚Peter Mertes‘ brand is synonymous with high-quality yet affordable wines.

1960s

The range is expanded to include wines from the Rheingau and the Nahe. This is followed by a strong focus on self-service retail.



1924 – 2024



1952

1969

1975

1978

1980 – 2015

1924

1934

1947

The first step.

Peter Mertes founds a wine trade and winery in Minheim on the Moselle with the vision of making wine accessible to everyone. This is a revolutionary idea at the time when wine is reserved for the upper classes. This guiding principle has led to a 100-year-old success story. Today, Peter Mertes is the leading winery in Germany with a worldwide presence.

Unlimited enjoyment.

Peter Mertes' wines are gaining popularity abroad. The winery has recently started exporting to neighbouring Luxembourg. Maria Mertes' dedication to cultivating the vineyards during World War II, including hiding filled bottles, laid the foundation for future investments.

Turbulent times.

A new building with a storage capacity of 100,000 litres is constructed in Minheim. The company sells wines from the surrounding vineyards of the Moselle.

Edith Mertes, the daughter of the house, marries Gustav Willkomm. Together they run the company: Gustav handles sales while Edith manages operations. They are expanding their business to include the wine-growing regions of Rheinhessen and the Palatinate.

New location.

The winery moves to its current location in Bernkastel-Kues, which allowed for increased bottling capacities.
Storage capacity: 2 million liters
Filling capacity: 100,000 bottles / day

Change of generation.

Michael Willkomm takes over management, followed shortly by his brother Stefan Willkomm.

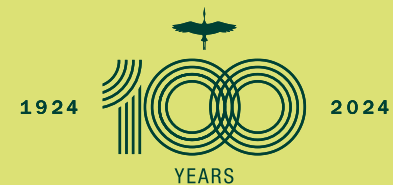
Michael Willkomm is expanding both domestically and internationally, with a focus on food retail. The range grows to include foreign wines and new packaging.

Rapid development.

The location in Bernkastel-Kues is further strengthened and expanded. Additionally, Michael Willkomm is leading expansion efforts abroad. Renate Willkomm, his wife, implements a quality management system that is based on oenology, laboratory, and cellar management. The company has strong local roots and social commitments, exemplified by its ownership of 120 hectares of vineyards, including organic vineyards. Additionally, it supports a House of Help, offers scholarships, and develops vineyards in fallow land along the Moselle.



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1980s, 1990s and 2000s

From the cellar to new markets. The winery is expanding - also supported by strong brand wines.



05 1992



01 2006



2009

The winery expands its range to include contract bottling.



08 2007



03 2011

2010

The next generation. Great-grandson Matthias Willkomm and Georg Graf von Walderdorff are appointed as new managing directors.



05 2011



07 2012



11 2021

To be continued...

2024

License to enjoy.

The licensing for wines and sparkling wines from the renowned Munich Feinkosthaus Käfer marks the beginning of a success story. The range is convincing and grows to include wine cocktails and bartender products.

First own brands.

„Rotwild“ presents itself with varietal wines from Germany in all colors. Pure nature. Peter Mertes launches a new wine brand called „Biorebe“. The wine is made from purely organically grown grapes. Good taste meets a clear conscience.

Bree – The Art of Wine.

An unusual name, an unusual logo. **Bree - The Art of Wine** becomes a success story. The product's minimalist design is a perfect example of current trends, which is why it's awarded the prestigious 2009 Red Dot Design Award.

Wine in motion.

Maybach, the brand that perfectly blends tradition and modernity. The German wine brand is developing into one of the most popular brands in the German wine market.

Delight in a can.

Convenient, handy and ready for any kind of fun: The urban „City“ line inspires the young generation - with trendy drinks like Hugo and Bellini.

All organic.

With „Landlust“ a new wine series convinces organic wine lovers. The Demeter-certified brand „BioVitis“ is added to the organic range from 2016.

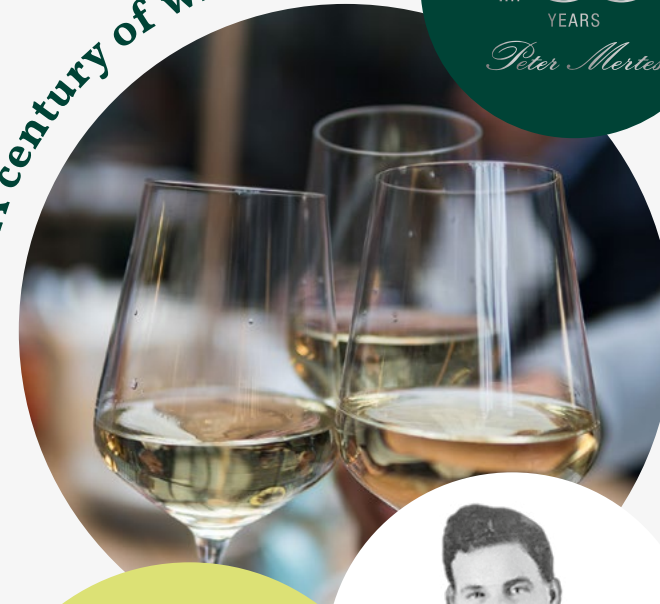
Where ist the Deinhard?

Since this year at Peter Mertes KG, which owns the rights to the famous sparkling wine brand.

Current capacity: Today Peter Mertes is the largest winery in Germany with the highest modern technology. Over 1 million litres are filled every day – in glass bottles of all sizes, Tetra Pak, bag-in-box and cans. The company has its own vacuum distillation plant for dealcoholisation, a dedicate area for RTDs wine and spirits cocktails and is leading the way in the ranges of organic wine, Demeter and fair trade.



A century of wine.



1924
2024



Travelling through time with Peter Mertes.