



YOUR PRODUCTS
in the independent
German organic
retail trade

Weiling



WEILING IN COESFELD
Erlenweg 134, 48653 Coesfeld

WEILING IN LONSEE
Erlenweg 2, 89173 Lonsee

DE-ÖKO-039



FOR SUPPLIERS

YOUR PARTNER WITHIN THE GERMAN ORGANIC MARKET

RELIABLE, PASSIONATE, EFFICIENT

Weiling

ORGANIC PIONEERS
SINCE 1975

WHOLESALE
& SERVICE



019 PARIARI.com

YOUR PARTNER IN GERMAN ORGANIC TRADE

RELIABLE

ENTREPRENEUR-MANAGED
SINCE 1975.

THE IDEA

At the beginning, it was about making organic products “socially acceptable” – today, we want to add life to the original values of the organic movement, every day, sustainably and with a view to the future. In addition to the production of organic products this includes, among other things, the preservation of rural structures, fair “trade”, social-ethical commitment and the qualification of people.

We are your strong partner,
but not stronger: independent,
innovative, successful.

WEILING'S MARKET POSITION

- 100 % organic
- We are and remain positioned towards the entrepreneur-managed organic retail trade
- No franchise, no own-brand multi-branches, no supply to corporations

PASSIONATE

WE SHAPE THE MARKET OF
THE FUTURE. WITH EXPERIENCE.

WEILING.ACADEMY

Around 4,000 visitors per year visit our trade / consulting / company seminars in order to give customers the right advice and make the appropriate product recommendations.

SHOP DEVELOPMENT

Every year, together with storeholders we create around 6,000 m² of new, modern organic sales areas, in order to attractively present the respective full organic range. We now also offer consulting for online services and market stalls.

MARKETING

We develop sales promotion ideas for and with our customers, ensuring that both new and existing customers love returning to Weiling retailers over and over again. Modern, exciting and appealing.

WEILING EVENT TEAM

Tasters support Weiling customers directly on site with promotional campaigns for selected product themes.

SPECIALIST SALES REPRESENTATIVES

Experienced Weiling employees provide direct and concrete advice on site by the customer or by phone.

EFFICIENT

POSITIONED FOR THE FUTURE.

STATISTICS 2020

- 308 million euro turnover
- 16 % growth
- More than 750 employees, of which approximately 130 of them are in Lonsee
- over 1,200 customers

OUR FULL ORGANIC RANGE

- Over 12,000 products
- 600 cheese specialties including self service
- 600 meat and sausage products
- 400 wines & specialty drinks
- 500 Frozen products
- 145 bread and bakery goods from the Steinofenbäcker bakery
- 400 dairy products
- Over 2,700 natural cosmetic products
- Over 6,000 dry products
- **Exclusive** for our customers: the brands



QUALITY MANAGEMENT

We have developed a quality management system surrounding the product quality from source to arrival with the local dealer. We solve any quality challenges in close cooperation with the suppliers.



WE LOOK FORWARD TO
HEARING FROM YOU!



SASCHA HINKES
Head of Purchasing
Fruit & Vegetables
Since 1997



JAN NOCKEMANN
Head of Purchasing
Dry Products &
Fresh Products
Since 2009



DR. PETER MEYER
Managing Director
BERND WEILING
Founder, owner
& Managing Director

Our sites and delivery logistics are 100 % CO₂-compensated. Our own truck fleet runs on CNG gas. More on the topic of sustainability at: weiling.de/sustainability.

