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Team Beverage Adds WVG Getränkefachgroßhandel to Its Wholesale Network in 2027

The Saxony-Anhalt distributor brings more than 400 employees, 70 stores, plus a broader logistics base in eastern Germany

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Team Beverage announced on Monday, November 23, that WVG Getränkefachgroßhandel GmbH will join its wholesale network on January 1, 2027, bringing its hospitality customers into a partnership centered on joint purchasing,

process development and digitization.

The move links one of the larger specialized beverage wholesalers in Saxony-Anhalt with a national beverage platform based in Bremen. WVG also operates in neighboring parts of Thuringia and Saxony. Team Beverage said the partnership is intended to strengthen purchasing cooperation while updating operating processes and digital systems.

WVG Managing Director Axel Weydringer said the company was persuaded by Team Beverage’s focus on the specialized beverage wholesale business. He said WVG wants to use the partnership to improve its purchasing position, develop processes further and push digitization, while contributing its experience in both wholesale and retail beverage distribution.

According to the companies, WVG employs more than 400 people and carries a range of more than 2,500 products. In addition to its wholesale business, it runs 70 company-owned beverage pickup stores under the Getränke-Quelle name, making it the largest beverage store operator in Saxony-Anhalt. The company said the current marketing approach for those retail stores will continue unchanged after the partnership begins.

WVG’s logistics network is also a central part of the deal. The company said it uses 35 trucks and tractor units, as well as 50 semitrailers and trailers, to supply customers. That infrastructure gives the partnership a broader distribution base in eastern Germany, especially for the hospitality trade. For breweries, wineries, distillers and other drink suppliers, the tie-up could gradually increase the group’s leverage in purchasing and widen its route to bars, restaurants and other on-trade customers in the region.

Team Beverage said WVG will strengthen its network in Saxony-Anhalt and nearby areas because of the wholesaler’s regional footprint and long-standing local ties. Both sides said they plan to pool experience and take an active role in shaping cooperation inside the wholesale group.

WVG traces its business in eastern Germany to the period after the opening of the inner-German border, when founder Manfred Weydringer started the operation and expanded it over time. The company is now jointly managed by Axel Weydringer and Thomas Scharf. Team Beverage said Felix Weydringer is already in place as part of the next generation. WVG is part of the Weydringer Group, which also includes Weydringer & Strohte GmbH, Bad Harzburger Mineralbrunnen GmbH and Okertaler Mineralbrunnen GmbH.

Team Beverage describes itself as Germany’s leading procurement, distribution, marketing and services platform for the beverage industry. The group works with independent partners in specialized beverage wholesale, beverage retail, hospitality and convenience, as well as with system customers and manufacturers. According to the company, its services include joint purchasing and central settlement, sales and route management, marketing, and digital and IT support intended to improve the competitiveness of its partners.