

Systembolaget Exclusive selection

Systembolaget's exclusive selection is update frequently. It differs from the other listings, since the wines purchased are not blind tasted. The exclusive range consists of wines in price range 6 euro ex cellar price and above. Sometimes Systembolaget purchase less expensive wines that will be listed in the exclusive selection but that is not common.

Systembolaget look out for what described below for the exclusive selection

- Wines that follow current trends or that is a bit "special" with a lot of personality
- Wines from known regions or famous vineyard with a good price/quality ratio
- Wines produced in smaller/restricted volumes with a big demand
- Wines that have a good track record that can prove an existing international/domestic demand

The listings in the exclusive range are usually one time purchase to start with but in case the wine sells good Systembolaget usually purchase the wine the second year as well. The volumes are from 100 bottles to 3 000 bottles, depends about the price and the demand of the wine. To get a listing in the exclusive range also result in good PR and an opening for future other listings in the ordinary range.

Concealed Wines work in a pro active way by presenting wines for the exclusive range every month. We invite you as our partner to suggest wines that we can present. Please see process below how this sales process looks like.

Step by Step – How this works

