

Dortmunder/Helles or Pilsner – consumer panel – 2 purchases 500 ml Can

Tender No. 88_44

Monopoly:	Sweden (Systembolaget)
Assortment:	Permanent listing (9 months minimum)
Distribution:	373 Systembolaget stores
Deadline written offer:	February 12, 2019
Deadline Samples:	March 12, 2019
Launch Date:	September 2, 2019
Characteristics:	We are looking for a light to medium-bodied pale lager, with little to distinct bitterness.

Product Requirements

Country of Origin:	Germany
Type of Product:	Beer
Ex. Cellar Price:	0,25-0,4 € per 500 ml Can
Minimum Volume (units):	900.000 liters (Volume Unit 500 ml Can)
Type of Container:	Can
Container Size:	500 ml
Alcohol vol.:	Maximum 5,9 % alc. vol.

Other Requirements:

1. On launch plan stage reference was beer2
 2. For this offer the beer will be evaluated in a consumer panel. The beer will first go through a normal blind tasting and all products that receive 19 points or higher in the blind tasting will be subject to a consumer panel that will evaluate the overall design of the product. The consumer panel will vote and decide on the final product that will be launched.
 3. Since this tender is based on a consumer panel it will be subject to an additional participation fee. Please contact us for more information.
 4. Please note that the design of the product plays an important role in this tender since it is subject to a consumer panel.
 5. This beer must be classified as either a Dortmunder and Helles or a Pilsner in German style. Please specify which one your beer classifies as.
 6. Please send a high resolution image of the front and back label of the beer
 7. Please also send a high resolution image (minimum 1500 pixles) of the product. Accepted formats are: png, jpeg, eps, tif or pdf
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To receive further information on this and other tenders feel free to contact us:

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