

**Nagambie Lakes, Barossa Valley, McLaren Vale,  
Heathcote white blend 2014 Glass bottle**

**Tender No. 164852**

*The reference of the project, use it in communication with us.*

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| <b>Monopoly:</b><br><i>Which monopoly distributor.</i>                                  | Sweden (Systembolaget)               |
| <b>Assortment:</b><br><i>Which type of initial contract.</i>                            | Permanent listing (6 months minimum) |
| <b>Distribution:</b><br><i>How many stores of distribution.</i>                         | 424                                  |
| <b>Deadline written offer:</b><br><i>Before this date you have to submit paperwork.</i> | April 7, 2015                        |
| <b>Launch Date:</b><br><i>Expected date the product will be launched in the market.</i> | December 1, 2015                     |

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| <b>Characteristics:</b><br><i>An explanation of style profile of the product.</i> | We are looking for a fruity, floral and elegant wine with aromas of white fruits like peach, nectarine and apricot. |
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**Product Requirements**

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| <b>Country of Origin:</b><br><i>What Country / Countries the product is originating from.</i>   | Australia   |
| <b>Type of Product:</b><br><i>What type of product our client ask for.</i>  | White wine  |
| <b>Region (Classification):</b><br><i>The region/classification of the product.</i>   | Nagambie Lakes, Barossa Valley, McLaren Vale, Heathcote   |
| <b>Grapes:</b><br><i>The grape composition of the product.</i>  | Grape blend of minimum two of the following varieties: Marsanne, Viognier and Roussanne. No grape variety shall comprise more than 70 %. Other varieties may be included in the grape mixture with a maximum of 10 % in total.  |
| <b>Vintage:</b><br><i>The vintage we ask for.</i>   | 2014  |
| <b>Ex. Cellar Price:</b><br><i>The net price we could pay per unit (not per case). Notice that we do not ask for any commission on top of this price!</i> | 2,8 - 3,6 € per 750 ml Glass bottle € per 750 ml Glass bottle   |
| <b>Minimum Volume (units):</b><br><i>The minimum volume we have to state in the offer.</i>  | 20.000 units of 750 ml Glass bottles (Volume Unit 750 ml Glass bottle)  |
| <b>Type of Container:</b><br><i>The type of container requested for the product.</i>  | Glass bottle  |
| <b>Container Size:</b><br><i>The volume of container requested for the product.</i>   | 750 ml  |
| <b>Closure:</b><br><i>The type of closure on the bottle.</i>  | Stelvin screwcap  |
| <b>Sample Image:</b><br><i>If we have to submit an image to the offer or not.</i>   | Yes   |
| <b>Other Requirements:</b><br><i>Other criteria the product have to meet.</i>   | <ol style="list-style-type: none"><li>1. On launch plan stage reference was aus5</li><li>2. The producer on the label and in offer must be mentioned in James Hallidays Australian Wine Companion 2014 or 2015 (page number must be indicated in offer).</li><li>3. The producer in offer and on label must be an estate/winery within the origin of the wine.</li><li>4. Only one offer per producer.</li><li>5. Label Integrity Program documentation must be provided in case of winning the launch.</li></ol> |

Read about Concealed Wines Code of conduct & CSR Standard [here](#).

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**To receive further information on this and other tenders feel free to contact us:**  
Concealed Wines AB - [www.concealedwines.com](http://www.concealedwines.com) - [info@concealedwines.com](mailto:info@concealedwines.com)

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