

## Red wine DOC Piemonte

## Tender No. W180408

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

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<b>Monopoly:</b> <i>Which monopoly distributor.</i>	Finland (Alko)
<b>Assortment:</b> <i>Which type of initial contract.</i>	Permanent listing (12 months minimum)
<b>Distribution:</b> <i>How many stores of distribution.</i>	Segment Wide - 200 - 230
<b>Deadline written offer:</b> <i>Before this date you have to submit paperwork.</i>	April 15, 2018
<b>Launch Date:</b> <i>Expected date the product will be launched in the market.</i>	September 1, 2018

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<b>Characteristics:</b> <i>An explanation of style profile of the product.</i>	Red Wine Doc Piemonte
<b>Taste Style:</b> <i>(See <a href="#">Taste Styles Info</a>) Red Wines Info</i> <i>The style of what the buyer have in mind, see link for detailed description.</i>	berried & fresh or luscious & jammy

## Product Requirements

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<b>Country of Origin:</b> <i>What Country / Countries the product is originating from.</i>	Italy
<b>Type of Product:</b> <i>What type of product our client ask for.</i>	Red wine
<b>Region (Classification):</b> <i>The region/classification of the product.</i>	DOC Piemonte
<b>Ex. Cellar Price:</b> <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>	1,5 - 2,2 per unit € per 750 ml Glass Bottle
<b>Minimum Volume (units):</b> <i>The minimum volume we have to state in the offer.</i>	20.000 (Volume Unit 750 ml Glass Bottle)
<b>Estimated Volume (yearly):</b> <i>The estimated volume of the product on a yearly basis.</i>	40.000 (Volume Unit 750 ml Glass Bottle)
<b>Type of Container:</b> <i>The type of container requested for the product.</i>	Glass Bottle
<b>Container Size:</b> <i>The volume of container requested for the product.</i>	750 ml
<b>Sample Image:</b> <i>If we have to submit an image to the offer or not.</i>	Yes
<b>Other Requirements:</b> <i>Other criteria the product have to meet.</i>	<ol style="list-style-type: none"><li>1. Only one product per brand can be offered to this search.</li><li>2. A blend of minimum five grape varieties including Albarossa, Bonarda, Dolcetto and Freisa.</li><li>3. The grape varieties must appear on the label.</li><li>4. A lightweight bottle (max. 420 g) may be advantageous. In that case the weight of the empty bottle must be indicated on the offer.</li><li>5. Registration in the recycling system may be advantageous. (Concealed Wines handle this part)</li></ol>

[Click here to learn more about Alko's Green Choice](#)

## ALKO's Green choice

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ALKO wants to simplify how the end consumer can find products where the producer has invested in sustainable development and made  
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# CONCEALED WINES

UNIQUE WINES FROM GREAT PRODUCERS

environmental efforts. As a result ALKO has created 6 different 'green-choice' symbols that are presented together with the product in ALKO's assortment. These 6 categories are the following:

- Organic
- Biodynamic
- Vegan
- Natural Wine
- Local Sustainable Certificate
- Lighter Glass Bottle

For more detailed information on each category, please visit [this link](#)

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:**

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## ONLINE SUPPORT

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