

## Pear cider England

## Tender No. B160406

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 Mainstream - 160 - 180
<b>Deadline written offer:</b> <i>Before this date you have to submit paperwork.</i>	April 10, 2016
<b>Launch Date:</b> <i>Expected date the product will be launched in the market.</i>	October 15, 2016

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<b>Characteristics:</b> <i>An explanation of style profile of the product.</i>	Pear cider from England.
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## Product Requirements

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<b>Country of Origin:</b> <i>What Country / Countries the product is originating from.</i>	England
<b>Type of Product:</b> <i>What type of product our client ask for.</i>	Cider
<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>	No price indicated € per 500 ml Glass bottle
<b>Bulk Price (per liter):</b> <i>The net price ex cellar per litre.</i>	Maximum € per litre (Concealed Wines buy a blend ready to be bottled)
<b>Minimum Volume (units):</b> <i>The minimum volume we have to state in the offer.</i>	of 500 ml Glass bottles (Volume Unit 500 ml Glass bottle)
<b>Estimated Volume (yearly):</b> <i>The estimated volume of the product on a yearly basis.</i>	Yearly volume is difficult to estimate, therefore no estimation given. (Volume Unit 500 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>	500 ml
<b>Alcohol vol.:</b> <i>The alc. Vol. % of the product.</i>	minimum 7 % alc. vol. % alc. vol.
<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. Moderate price may be of of advantage.</li><li>2. A renowned brand and/or an esteemed representative of the style in question may be advantageous.</li></ol>

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

## ALKO's Green choice

ALKO wants to simplify how the end consumer can find products where the producer has invested in sustainable development and made environmental efforts. As a results 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

# CONCEALED WINES

UNIQUE WINES FROM GREAT PRODUCERS

- 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](#).

[social\_warfare]

**To receive further information on this and other tenders feel free to contact us:**

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## ONLINE SUPPORT

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