

## Red blend from California

## Tender No. W180511

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 Premium 60 - 100
<b>Deadline written offer:</b> <i>Before this date you have to submit paperwork.</i>	May 15, 2018
<b>Launch Date:</b> <i>Expected date the product will be launched in the market.</i>	November 1, 2018

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**Characteristics:**  
*An explanation of style profile of the product.* Red Blend From California

**Taste Style:**  
*The style of what the buyer have in mind, see link for detailed description.* luscious & jammy  
[\(See Taste Styles Info\) Red Wines Info](#)

## Product Requirements

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<b>Country of Origin:</b> <i>What Country / Countries the product is originating from.</i>	U.S.A, U.S.A.
<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>	California
<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>	4 - 5,7 per unit € per 750 ml Glass Bottle
<b>Minimum Volume (units):</b> <i>The minimum volume we have to state in the offer.</i>	5.000 (Volume Unit 750 ml Glass Bottle)
<b>Estimated Volume (yearly):</b> <i>The estimated volume of the product on a yearly basis.</i>	10.000 (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>Other Requirements:</b> <i>Other criteria the product have to meet.</i>	<ol style="list-style-type: none"><li>1. So called Red Blend. This must appear on the offer and on the label.</li><li>2. Modern, youthful style and appearance.</li><li>3. An organic wine 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
- Local Sustainable Certificate

# CONCEALED WINES

UNIQUE WINES FROM GREAT PRODUCERS

- 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:**

**Telephone:** 08-41 02 44 34

[info@concealedwines.com](mailto:info@concealedwines.com)

## ONLINE SUPPORT

**Calle Nilsson (Skype ID: callenil)**

**Email:** [calle.nilsson@concealedwines.com](mailto:calle.nilsson@concealedwines.com)

**Emma Bill (Skype ID: emma.bill)**

**Email:** [emma.bill@concealedwines.com](mailto:emma.bill@concealedwines.com)