

# CONCEALED WINES

UNIQUE WINES FROM GREAT PRODUCERS

## Summary of Launch Plan Systembolaget

### Argentina

Organic certified, ethically certified, blend of shiraz and cabernet sauvignon (2,2 - 2,7 EUR, volume 60.000 bottles); Gualtallary, Malbec: (3,4 - 4,5 EUR, volume 56.000); Malbec or malbec-dominated blend, 1,5-2 Liter Bag-in-box (price not set), volume: 20.000 boxes; Sauvignon Blanc, unoaked, (2,1 - 2,7 EUR, volume: 96.000 bottles), Organic certified, chardonnay, 1,5-2 L Bag-in-box (price not set), volume 36.000 boxes; Ethically certified rosé wine, (2,8 - 3,4 EUR, volume 35.000 bottles.)

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=argentina>

### Australia

Pinot noir 2018 (2,8 - 3,4 EUR, volume 48.000 bottles); Monovarietal or blend of Italian and/or Portuguese varieties (3,4 - 4,5, volume: 38.000 bottles); Barossa, cabernet sauvignon, simultaneous launch in 750ml and 375ml bottles (4,2 - 6,1 EUR, volume: 16.000 bottles); Durif or cabernet sauvignon, 1,5 or 2 L Bag-in-box (price not set), volume: 20.000 boxes; Blend of semillon & sauvignon blanc (2,7 - 3,3 EUR, volume: 70.000 bottles); Hunter, Semillon (3,3 - 4,4 EUR, volume: 20.000 bottles); Entry-level rosé wine (1,8 - 2,2, volume 46.000 bottles); Chardonnay and pinot noir sparkling wine charmat or traditional method (2,2 - 2,8 EUR, volume: 67.000 bottles.)

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=australia>

### Austria

Riesling, Smaragd or Erste lage. Price: 6,2 - 9,2 EUR Ex cellar. Estimated volume 6500 bottles.

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=austria>

### Chile

Carmenère. Price: 1,4 - 1,8 EUR. Estimated Volume : 48.000 bottles ; Colchagua, red blend, Price: 3,4 - 4,5 EUR, volume: 47.000 bottles; Syrah from Costa-appellation, Price: 4,2 - 6,1 EUR, volume: 12.000 bottles.

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=chile>

### France

Organic certified red wine Bordeaux (2,2 - 2,7 EUR, 61.000 bottles); Sud-Ouest (not Cahors) (2,2 - 2,7 EUR, 53.000 bottles); Bourgogne, blend of gamay and pinot noir (2,8 - 3,4 EUR, 61.000 bottles); Bordeaux, right bank (6,2 - 9,5 EUR; 4.700 bottles); Vosne Romanée (price not set, 1.100 bottles); Beaujolais, 2,25 or 3 liter Bag-in-box (price not set, 94.00 boxes); IGP Loire, chardonnay (1,7 - 2,3 EUR, 96.000 bottles); Organic certified, Costières de Nimes or Pic St Loup (2,1 - 2,8 EUR, 47.000

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bottles); Maconnais/Chalonnaise, simultaneous launch in 750ml and 375ml bottles (6,2 - 9,2 EUR, 6.500 bottles); Champagne, demi-sec or doux (14 – 25 EUR, 9000 bottles); Crémant de Bourgogne (2,8 - 3,4 EUR, 67.000 bottles); Maury or Banyuls, 375 or 500 ml-bottle (price not set, 3.000 bottles); Cognac, 500 ml bottle, min. 48 % ABV (8-12 EUR, 6700 bottles)

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=france2>

## Germany

Grauburgunder, Price: 1,7 - 2,3 EUR, estimated volume 73.000 bottles.

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=germany>

## Hungary

White blend with aromatic varieties, Bag-in-box, Price: Below 6 EUR, estimated volume: 112.000 boxes.

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=hungary>

## Italy

Puglia, primitive, (1,4 - 1,8 EUR, 56.000 bottles); Rosso Conero, not oak aged (2,2 - 2,7 EUR, 56.000 bottles); Organic certified Aglianico del Vulture (2,8 - 3,4 EUR, 48.000 bottles); Castel del Monte, Uva di Troia (2,8 - 3,4 EUR, 60.000 bottles); Cirò Classico (3,4 - 4,5 EUR, 47.000 bottles); Organic certified Rosso di Montalcino (4,2 - 6,1 EUR; 16.000 bottles); Bolgheri, blend (6,2 - 9,5 EUR, 14.000 bottles); Northern Italy, aromatic blend, maybe for PET-bottle (1,7 - 2,3 EUR, 48.000 bottles); Organic certified Passerina from Abruzzo (2,7 - 3,3 EUR, 56.000 bottles)

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=italy>

## New Zealand

Central Otago, pinot noir, Price: 6,2 – 8 EUR, estimated volume: 4.000 bottles; Central Otago, Riesling, Price: 3,3 - 4,4 EUR, estimated volume: 20.000 bottles.

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=new-zealand>

## Portugal

Lisboa, red blend (2,2 - 2,7 EUR, 46.000 bottles); Organic certified Dao (3,4 - 4,5 EUR, 42.000 bottles); Baga or blend including baga (4,2 - 6,1 EUR, 9.000 bottles); Red wine in Tetra 1 liter (0,9 - 1,1 per 1 000 ml Tetra, volume: 150.000 bottles); Encruzado (2,1 - 2,7 EUR, 56.000 bottles)

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=portugal>

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## South Africa

Ethically certified Rhône blend (2,8 - 3,4 EUR, 46.000 bottles); Grenache (3,4 - 4,5 EUR, 20.000 bottles); Cabernet sauvignon (3,4 - 4,5 EUR, 26.000 bottles); Pinotage (4,2 - 6,1 EUR, 13.000 bottles); Swartland, blend (6,2 - 9,5 EUR, 6.700 bottles); Ethically certified white blend (2,1 - 2,7 EUR, 53.000 bottles); Organic certified white blend (2,7 - 3,3 EUR, 56.000 bottles); Chardonnay, simultaneous launch in 750ml and 375ml bottles (4,5 - 6,1 EUR, 18.000 bottles); WIETA certified rosé wine (above 3,3 EUR, 10.000 bottles)

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=south-africa>

## Spain

Organic certified garnacha (1,4 - 1,8 EUR, 53.000 bottles); Costers del Segre (2,2 - 2,7 EUR, 61.000 bottles); Navarra, Graciano (2,8 - 3,4 EUR, 61.000 bottles); Syrah with oak (3,4 - 4,5 EUR, 20.000 bottles); Priorat (4,2 - 6,1 EUR, 12.000 bottles); Toro, modern style, 12 months of oak ageing (4,2 - 6,1 EUR, 15.000 bottles); Navarra, chardonnay (2,1 - 2,7 EUR, 53.000 bottles); Rueda, verdejo aged on its lees (3,3 - 4,4 EUR, 26.000 bottles); Albariño blend, 1,5-2 L Bag-in-box (3,2 - 4,4 EUR per 1 500 - 2 000 ml Bag-in-box, 18.000 boxes); Sweet PX, 375ml-bottle (price not set, 4.000 bottles)

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=spain>

## USA

Monovarietal or grape blend, not zinfandel (1,8 - 2,2 EUR, 58.000 bottles); GSM or other Rhône blend (2,8 - 3,4 EUR, 57.000 bottles); California, cabernet sauvignon (4,2 - 6,1 EUR, 16.000 bottles); Red blend (4,2 - 5,5 EUR, 15.500 bottles); Pinot noir, 2,25 or 3 liter Bag-in-box (price not set, 73.000 boxes); Pinot grigio (1,7 - 2,2 EUR, 96.000 bottles)

<https://www.concealedwines.com/current-tenders/tenders-for-country/?country=usa>

## Beers

Lager in <= 355 ml can from US or Canada, below 6 % ABV; Helles or pilsner, consumer panel, 2 purchases, 500 ml can, below 6 % ABV; Mexican lager in bottle, below 6 % ABV; Portuguese or Spanish lager in bottle, below 6 % ABV, Belgian Spéciale in bottle, max. 5,9 % ABV; UK Bitter in bottle, max. 5,9 % ABV; Irish ale in can, max. 5,9 % ABV; UK Bitter in can, max. 5,9 % ABV; Belgian Saison, min. 6 % ABV; Belgian Quadrupel, min. 6 % ABV; Scotch Ale, min. 6 % ABV; UK Imperial Stout, min. 6 % ABV; German Hefeweissen in can; Belgian Oud Bruin; Berliner weisse; Christmas beer, several tenders

<https://www.concealedwines.com/current-tenders/tenders-for-product/?wpvtender-products=beer>

## Cider

Organic certified Christmas Cider (0,3 - 0,6 EUR, volume to be determined); Dry or semi-dry apple cider, max. 375 ml bottle, max. 4,5 % ABV (0,3 - 0,6 EUR, 10.000 litres); Organic certified semi-sweet or sweet cider flavoured with natural bitter flavour, dark 275ml-355ml bottle, max. 4,5 % ABV (0,3 -

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0,4 EUR, 40.000 litres); Mixed drink, slim or sleek 200-330ml packaging, coffee or espresso flavor, max. 4,9 % ABV (0,3 - 0,6 EUR, 90.000 litres)

<https://www.concealedwines.com/current-tenders/tenders-for-product/?wpvtender-products=cider>

## Spirits

Smokey Scotch Blended Whisky, min. 40 % ABV, simultaneous launch in 700 ml and 350 ml bottles; American Whisky, powerful and rich in flavor, 700 ml, min. 50 % ABV; Japanese Whisky, 500 ml or 700 ml bottle; Scotch Malt Whisky, 700 ml, min. 40 % ABV; Scotch Malt Whisky, min. 12 YO, 700 ml, min. 40 % ABV; Scotch Malt Whisky, min. 15 YO, 700 ml, min. 40 % ABV; Multipack 4 x 50 ml of Scotch Malt Whisky; Scotch Malt Whisky, min. 18 YO, 700 ml, min. 40 % ABV; Japanese Malt Whisky, 500 ml or 700 ml; Cognac, 500 ml bottle, min. 48 % ABV; Dark rum, 700 ml bottle, min. 40 % ABV; Dark rum 200 ml bottle, min. 40 % ABV; Christmas Cognac, 500 ml bottle, min. 40 % ABV

<https://www.concealedwines.com/current-tenders/tenders-for-product/?wpvtender-products=spirits>

## Websites:

[www.concealedwines.com](http://www.concealedwines.com)

[www.concealedwines.fi](http://www.concealedwines.fi)

[www.concealedwines.no](http://www.concealedwines.no)

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