

Lager Organic certified – 2 launches through consumer panel

Tender No. 38_32

Monopoly:	Sweden (Systembolaget)
Assortment:	Permanent listing (9 months minimum)
Distribution:	439 Systembolaget stores
Deadline written offer:	February 13, 2018
Deadline Samples:	March 13, 2018
Launch Date:	September 1, 2018

Product Requirements

Country of Origin:	Any Country
Type of Product:	Beer
Organic:	Yes
Ex. Cellar Price:	0,3-0,5 € per 330 ml, 355 ml, 400 ml or 500 ml Glass bottle
Minimum Volume (units):	120.000 liters (Volume Unit 330 ml, 355 ml, 400 ml or 500 ml Glass bottle)
Type of Container:	Glass bottle
Container Size:	330 ml, 355 ml, 400 ml or 500 ml
Alcohol vol.:	Maximum 5,5 % alc. vol.
Sample Image:	Yes

Other Requirements:

1. On launch plan stage reference was beer5
2. The product must comply with existing organic wine criteria under current EU legislation. The inspection body and that the wine is organic should be clearly stated on the label. Certificate has to be submitted with offer.
3. The decision is taken through a consumer panel, which means that a panel will revise all beers that make it to the final round and decide which two are going to be launched. This includes a cost of 800 EUR if the beer goes to the panel round. This cost must be taken completely by brewery.
4. Please note that the look of the beer is very important, since the consumer panel will take their decision based on look and price.
5. Price refers to 500 ml.

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

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ONLINE SUPPORT

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