

Unflavored spirit with lower ABV (25-30 %) – Consumer panel

Monopoly:	Sweden (Systembolaget)
Assortment:	Permanent listing (9 months minimum)
Distribution:	241 Systembolaget stores
Deadline written offer:	October 23, 2018
Deadline Samples:	November 27, 2018
Launch Date:	June 1, 2019

Product Requirements

Country of Origin:	Any Country
Type of Product:	Spirits
Region (Classification):	Any region or country
Ex. Cellar Price:	1-2,5 € per 500 or 700 ml Glass bottle or PET (plastic bottle)
Minimum Volume (units):	85.000 (Volume Unit 500 or 700 ml Glass bottle or PET (plastic bottle))
Type of Container:	Glass bottle or PET (plastic bottle)
Container Size:	500 or 700 ml
Alcohol vol.:	Between 25 and 30 % alc. vol. % alc. vol.
Sample Image:	Yes

Other Requirements:

1. On launch plan stage reference was spirit1
2. This is an offer that will be subject to a consumer panel. This means that it includes a participation fee of 800 EUR. Please ask us for more details.
3. All products will be presented to a consumer panel where they based on production presentation and price will chose the product they find most attractive.
4. Only one offer per producer is allowed
5. We need to attach a bottle image in colour with white background showing the front of the bottle where the height is min. 1500 pixel in resolution. Accepted file formats are png, jpeg, eps, tif eller pdf. We also need to attach an image of front and back label showing how the product would look in case it's launched in Sweden.

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

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ONLINE SUPPORT

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