

Entry level Merlot from Australia

Tender No. W210807

Monopoly:	Finland (Alko)
Assortment:	Permanent listing (12 months minimum)
Distribution:	Segment Wide - 200 - 230
Deadline written offer:	August 17, 2021
Deadline Samples:	September 14, 2021
Launch Date:	February 1, 2022
Taste Style: (See Taste Styles Info)	luscious & jammy

Product Requirements

Country of Origin:	Australia
Type of Product:	Red wine
Grapes:	Merlot
Vintage:	Any vintage (must be a vintage wine)
Ex. Cellar Price:	1,6 - 2,2 € per 750 ml Glass bottle
Minimum Volume (units):	20000 (Volume Unit 750 ml Glass bottle)
Estimated Volume (yearly):	40000 (Volume Unit 750 ml Glass bottle)
Type of Container:	Glass bottle
Container Size:	750 ml

Other Requirements:

1. The grape variety must appear on the label.
2. The region of production smaller than Wine of Australia.
3. The vintage must be indicated on the label.
4. A well-known brand to Finnish consumers will be advantageous.
5. Registration in the recycling system will be advantageous.
6. Product feature enabling Alko's Green choice -symbol will be advantageous.
7. The samples must be send with final front labels, closure and packaging type OR with an empty mock-up.
The appearance of final label is also part of the buying process.

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

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ONLINE SUPPORT

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