

Seasonal beer in Can or bottle from USA or Canada

Tender No. 273_53

Monopoly:	Sweden (Systembolaget)
Assortment:	Temporary listing (One-time Purchase)
Deadline written offer:	August 3, 2021
Deadline Samples:	August 26, 2021
Launch Date:	February 11, 2022

Product Requirements

Country of Origin:	Canada, U.S.A.
Type of Product:	Beer
Region (Classification):	USA or Canada
Ex. Cellar Price:	341-355 ml: 0,5- 0,75; 471-473 ml: 0,7 - 1,1 € per 341- 355 ml, 471-473 ml Can or Glass bottle
Minimum Volume (units):	25000 units (Volume Unit 341- 355 ml, 471-473 ml Can or Glass bottle)
Type of Container:	Can or Glass bottle
Container Size:	341- 355 ml, 471-473 ml
Alcohol vol.:	5,5 - 7,5 % alc. vol.

Other Requirements:

1. Please note that two products will be purchased for this reference (The 1st one will be launched on February 11th 2022 for a volume of 25000 units, and the 2nd one will be launched on January 21st for a volume of 20000 units)
2. For this tender Systembolaget have highlighted that they prior products with high brand recognition in the Swedish market and the international market. If you not sell wines in the Swedish market today, it is low probability that buyer will ask for samples of the wine unless the product have a very good track record with international awards. A good track record means, about 93 points from Decanter / Parker / WS / WE
3. The product must be a seasonal product and only brewed to be available during the autumn or winter season (however the label cannot reflect the autumn season since the product will be launched in January / February)
4. Only one offer per producer is allowed
5. The sample must come in the final packaging (type of packaing, label, size etc.)

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

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ONLINE SUPPORT

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