# CALWINE

## 497-10 Spain, Rioja (C)

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| **Range:** | Fixed range |
| **Distribution:** | Stores (MT 24%, AB 34) |
| **Launch date:** | 2025-12-01 |
| **Deadline tender answer:** | 2025-07-03 |
| **Deadline tender sample:** | 2025-08-05 |
| **Style and taste profile:** | We are looking for a medium-bodied to full-bodied red nuanced wine with hints of red and dark berries, spices and distinct notes from French oak. |

## Product requirements:

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| **Price to consumer (SEK):** | 129 - 149 |
| **Country of origin:** | Spain |
| **EU product category:** | Wine from EU with protected origin denomination |
| **Type of product:** | Red wine |
| **Volume:** | 750 ml |
| **Packaging:** | Glass bottle max 600 g |
| **Vintage:** | 2020 or younger |
| **Available volume (liters):** | 16 000 |
| **Grape composition:** | Must be stated |
| **Designation of origin:** | DOCa Rioja |
| **Method of aging:** | Minimum 50% of the wine must have been aged for at least 12 months in French barrels. |

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| **EXW finished product:** | Up to 4,90 EUR / PCS |
| **EXW bulk:** | Up to N/A EUR / Liter |

**PnL**

| Gross margin SE buildup PCS | | RSP 129 SEK | | | RSP 149 SEK | | |
|---|---|---|---|---|---|---|---|
| FOB oversea / FCA Europe | PCS / 750 ml | 4,00 | EUR | 68% | 4,90 | EUR | 70% |
| Logistics inbound | Europa | 0,19 | EUR | 3% | 0,19 | EUR | 3% |
| Logistics SE | | 0,36 | EUR | 6% | 0,36 | EUR | 5% |
| Marketing | | 0,40 | EUR | 7% | 0,49 | EUR | 7% |
| Contributive margin | | 0,86 | EUR | 15% | 1,04 | EUR | 15% |
| **Price to Systembolaget** | | **5,73** | **EUR** | | **6,95** | **EUR** | |
| Systembolaget margin | | 1,31 | EUR | | 1,49 | EUR | |
| Alk Tax + VAT | | 4,17 | EUR | | 4,52 | EUR | |
| **RSP** | | **11,22** | **EUR** | | **12,96** | **EUR** | |

* All mentioned EXW prices are indicative. Prices may vary depending on the exchange rate and the quality of the product. Reserved against misprints.