

# CALWINE

Contact us: tenders@calwine.se or your personal contact at Calwine.  
Please Use Reference Number and Company Name in Your Email Subject Line.

## 497-16 Bulgaria, merlot, B-i-B (A)

<b>Range:</b>	Fixed range
<b>Distribution:</b>	Stores 447
<b>Launch date:</b>	2025-12-01
<b>Deadline tender answer:</b>	2025-05-23
<b>Deadline tender sample:</b>	2025-06-25
<b>Style and taste profile:</b>	We are looking for a fruity and full-flavored red wine with hints of dark berries and oak.

### Product requirements:

<b>Price to consumer (SEK):</b>	Max 239
<b>Country of origin:</b>	Bulgaria
<b>EU product category:</b>	Wine from EU with protected geographical denomination.
<b>Type of product:</b>	Red wine
<b>Volume:</b>	3 000 ml
<b>Packaging:</b>	Bag-in-Box
<b>Vintage:</b>	2024
<b>Available volume (liters):</b>	360 000
<b>Grape composition:</b>	Minimum 70% merlot. Other permitted grapes are syrah, cabernet sauvignon and cabernet franc. Grapes other than those previously mentioned may be included with a maximum of 5%.
<b>Designation of origin:</b>	Must be stated
<b>Method of aging:</b>	The wine must be fully or partially aged in oak barrels, alternatively been in contact with oak staves and/or oak chips.
<b>Other requirements:</b>	Grape variety(ies) and origin must be clearly stated on the front of the packaging. Please observe that only one product per producer can be offered.
<b>EXW finished product:</b>	Up to 5,20 EUR / PCS
<b>EXW bulk:</b>	Up to 1,00 EUR / Liter

### PnL

Gross margin SE buildup PCS		RSP 199 SEK			RSP 239 SEK		
FOB oversea / FCA Europe	PCS / 3000 ml	3,15	EUR	64%	5,20	EUR	71%
Marketing		0,25	EUR	5%	0,37	EUR	5%
Contributive margin		0,49	EUR	10%	0,74	EUR	10%
<b>Price to Systembolaget</b>		<b>4,93</b>	<b>EUR</b>		<b>7,36</b>	<b>EUR</b>	
Systembolaget margin		1,19	EUR		1,55	EUR	
Alk Tax + VAT		11,18	EUR		11,87	EUR	
<b>RSP</b>		<b>17,30</b>	<b>EUR</b>		<b>20,78</b>	<b>EUR</b>	

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