

CALWINE

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

496-61 White wine, lower alcohol content (2 purchases) (B)

Distribution: 375 Stores
Launch date: 1st: 2025-09-01
2nd: 2026-03-02
Deadline tender answer: 2025-02-13
Deadline tender sample: 2025-03-18
Style and taste profile: We are looking for a balanced and fruity product. The product should not be perceived as sweet.

Product requirements:

Price to consumer (SEK): Max 99
Alcohol level: 7 – 8 % (according to label (vol. %))
Type of product: White wine
Country of origin: Must be stated
Volume: 750 ml
Packaging: Light weight bottle max 420 g, PET-bottle or paper packaging
Vintage: 2023 or younger
Available volume (liters): 12 000
Designation of origin Must be stated

EXW finished product: Up to 2,70 EUR / PCS
EXW bulk: Up to N/A EUR per liter

PnL

Gross margin SE buildup PCS		RSP 89 SEK			RSP 99 SEK		
FOB oversea / FCA Europe	PCS / 750 ml	2,30	EUR	60%	2,70	EUR	62%
Logistics inbound	Europa	0,19	EUR	5%	0,19	EUR	4%
Logistics SE		0,36	EUR	10%	0,36	EUR	8%
Marketing		0,19	EUR	5%	0,22	EUR	5%
Contributive margin		0,75	EUR	20%	0,87	EUR	20%
Price to Systembolaget		3,75	EUR		4,36	EUR	
Systembolaget margin		1,02	EUR		1,11	EUR	
Alk Tax + VAT		2,90	EUR		3,07	EUR	
RSP		7,67	EUR		8,53	EUR	

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