

# CALWINE

The upcoming tenders are presented in the launch plan and are not final until published.

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

## 496-13 USA, California, pinot noir

**Published:** 2024-09-12  
**Launch date:** 2025-09-01  
**Deadline tender answer:** Not Published  
**Deadline tender sample:** Not Published  
**Style and taste profile:** Not Published  
**Other:** Sustainability certified.

### Product requirements:

**Price to consumer (SEK):** Max 150-199  
**EXW finished product:** Up to 6,90 USD/PCS  
**EXW Bulk:** N/A  
**Type of product:** Red wine  
**Volume:** 750 ml  
**Packaging:** Probably bottle weight max 420g  
**Vintage:** Not Published  
**Available volume (liters):** Not Published  
**Grape composition (%):** Pinot noir  
**Designation of origin:** California, Central coast or underlying AVA

### PnL

Gross margin SE buildup PCS		RSP 150 SEK			RSP 199 SEK		
FOB oversea / FCA Europe	PCS / 750 ml	4,70	USD	61%	6,90	USD	63%
Logistics inbound	Europa	0,20	USD	3%	0,20	USD	2%
Logistics SE		0,35	USD	5%	0,35	USD	3%
Marketing		0,54	USD	7%	0,77	USD	7%
Contributive margin		1,93	USD	25%	2,75	USD	25%
<b>Price to Systembolaget</b>		<b>7,72</b>	<b>USD</b>		<b>10,99</b>	<b>USD</b>	
Systembolaget margin		1,65	USD		2,13	USD	
Alk Tax + VAT		5,00	USD		5,94	USD	
<b>RSP</b>		<b>14,37</b>	<b>USD</b>		<b>19,06</b>	<b>USD</b>	

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