

CALWINE

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

558-62 Australia, Chile or South Africa, rosé wine, lower alcohol content, B-i-B (B)

Range: Fixed range
Distribution: Stores 380)
Launch date: 2026-03-02
Deadline tender answer: 2025-05-08
Deadline tender sample: 2025-06-10
Style and taste profile: We are looking for a fresh and fruity wine. The wine should be perceived as dry.

Product requirements:

Price to consumer (SEK): Max 229
Alcohol level %: 7 – 8
Country of origin: Australia, Chile or South Africa
Type of product: Rosé wine
Volume: 3 000 ml
Packaging: Bag-in-Box
Vintage: 2025 or NV
Available volume (liters): 18 000
Grape composition: Must be stated
Residual sugar (g/l): Max 10
Designation of origin: Must be stated

EXW finished product: Up to 5,00 EUR / PCS

EXW bulk: Up to 1,00 EUR / Liter

PnL

Gross margin SE buildup PCS		RSP 179 SEK			RSP 229 SEK		
FOB oversea / FCA Europe	PCS / 3000 ml	2,90	EUR	51%	5,00	EUR	58%
Logistics inbound	Europa	0,33	EUR	6%	0,33	EUR	4%
Logistics SE		0,72	EUR	13%	0,72	EUR	8%
Marketing		0,28	EUR	5%	0,43	EUR	5%
Contributive margin		1,41	EUR	25%	2,17	EUR	25%
Price to Systembolaget		5,64	EUR		8,68	EUR	
Systembolaget margin		1,30	EUR		1,74	EUR	
Alk Tax + VAT		8,62	EUR		9,49	EUR	
RSP		15,57	EUR		19,91	EUR	

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