

# CALWINE

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

## 560-30 Greece, Assyrtiko, B-i-B (A)

**Range:** Fixed range 240 stores  
**Launch date:** 2026-09-01  
**Deadline tender answer:** 2026-03-15  
**Deadline tender sample:** 2026-03-18  
**Style and taste profile:** We are looking for a dry, fresh and fruity white wine with hints of citrus, stone fruits and herbs.

### Product requirements:

**Price to consumer (SEK):** 1 500 ml: max 179  
2 000 ml: max 229  
**Country of origin:** Greece  
**EU product category:** Wine from EU with protected geographical denomination  
**Type of product:** White wine  
**Volume:** 1 500 ml or 2 000 ml  
**Packaging:** Bag-in-Box  
**Vintage:** 2025  
**Available volume (liters):** 48 000  
**Grape composition:** Minimum 85 % assyrtiko  
**Designation of origin:** Any PGI within Greece  
**Other requirements:** Assyrtiko must be clearly stated on the packaging.  
On the packaging as well as in the offer stated producer must be a property in Greece.  
  
**EXW finished product:** Up to 5,80 EUR / PCS 2000 ml  
**EXW bulk:** Up to 1,90 EUR / Liter

### PnL

Gross margin SE buildup PCS		RSP 199 SEK			RSP 229 SEK		
FOB oversea / FCA Europe	PCS / 2000 ml	4,40	EUR	59%	5,80	EUR	62%
Logistics inbound	Europa	0,53	EUR	7%	0,53	EUR	6%
Logistics SE		0,64	EUR	9%	0,64	EUR	7%
Marketing		0,37	EUR	5%	0,47	EUR	5%
Contributive margin		1,48	EUR	20%	1,86	EUR	20%
<b>Price to Systembolaget</b>		<b>7,42</b>	<b>EUR</b>		<b>9,32</b>	<b>EUR</b>	
Systembolaget margin		1,67	EUR		1,96	EUR	
Alk Tax + VAT		9,00	EUR		9,54	EUR	
<b>RSP</b>		<b>18,09</b>	<b>EUR</b>		<b>20,82</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.