

CALWINE

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

560-15 USA, California, ruby cabernet, B-i-B (A)

Distribution: 451 stores
Launch date: 2026-09-01
Deadline tender answer: 2026-03-22
Deadline tender sample: 2026-03-25
Style and taste profile: We are looking for a full-flavored wine with generous fruit of both dark and red berries and hints of herbs. The wine may have hints of oak, but this is not a requirement.

Product requirements:

Price to consumer (SEK): Max 229
Country of origin: USA
Type of product: Red wine
Volume: 3 000 ml
Packaging: Bag-in-Box
Vintage: 2025
Available volume (liters): 384 000
Grape composition: Minimum 75 % ruby cabernet
Designation of origin: California or underlying AVA

Other requirements: The origin and grape variety must be clearly stated on the packaging.
Please observe that only one product per producer can be offered.

EXW finished product: Up to 4,45 USD / PCS
EXW bulk: Upon request

PnL

Gross margin SE buildup PCS		RSP 199 SEK			RSP 229 SEK		
FOB oversea / FCA Europe	PCS / 3000 ml	2,70	USD	47%	4,45	USD	57%
Logistics inbound	Overseas	1,13	USD	20%	1,13	USD	14%
Logistics SE		1,03	USD	18%	1,03	USD	13%
Marketing		0,28	USD	5%	0,39	USD	5%
Contributive margin		0,57	USD	10%	0,78	USD	10%
Price to Systembolaget		5,67	USD		7,76	USD	
Systembolaget margin		1,37	USD		1,68	USD	
Alk Tax + VAT		12,85	USD		13,45	USD	
RSP		19,90	USD		22,90	USD	

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