

# CALWINE

Contact us: tenders@calwine.se or your personal contact at Calwine.

Please Use Reference Number and Company Name in Your Email Subject Line.

## 559-5 Italy, Apulia, primitivo, can 250 ml, organic (B)

**Distribution:** 451  
**Launch date:** 2026-06-01  
**Deadline tender answer:** 2025-12-18  
**Deadline tender sample:** 2026-01-20  
**Style and taste profile:** We are looking for a youthful and fruity red wine with hints of dark cherries, raspberries, licorice and herbs.  
**Other:**

### Product requirements:

**Price to consumer (SEK):** 40 – 45  
**Alcohol level:** Max 15  
**Country of origin:** Italy  
**EU product category:** Wine from EU with protected geographical denomination  
**Type of product:** Red wine  
**Volume:** 250 ml  
**Packaging:** Can  
**Vintage:** 2025  
**Available volume (liters):** 7 500  
**Grape composition:** Minimum 85 % primitivo  
**Residual sugar (g/l):** Max 12  
**Designation of origin:** Puglia IGT

**Other requirements:** The product must meet the existing criteria for organic wine according to current EU legislation.

Please observe that only one product per producer can be offered.

**EXW finished product:** Up to 1,00 EUR / PCS

**EXW bulk:** Up to 1,50 EUR / Liter

### PnL

| Gross margin SE buildup PCS   |              | RSP 40 SEK  |            |     | RSP 45 SEK  |            |     |
|-------------------------------|--------------|-------------|------------|-----|-------------|------------|-----|
| FOB oversea / FCA Europe      | PCS / 250 ml | 0,75        | EUR        | 50% | 0,99        | EUR        | 56% |
| Logistics inbound             | Europa       | 0,22        | EUR        | 15% | 0,22        | EUR        | 12% |
| Logistics SE                  |              | 0,32        | EUR        | 22% | 0,32        | EUR        | 18% |
| Marketing                     |              | 0,04        | EUR        | 3%  | 0,05        | EUR        | 3%  |
| Contributive margin           |              | 0,15        | EUR        | 10% | 0,18        | EUR        | 10% |
| <b>Price to Systembolaget</b> |              | <b>1,46</b> | <b>EUR</b> |     | <b>1,76</b> | <b>EUR</b> |     |
| Systembolaget margin          |              | 0,68        | EUR        |     | 0,73        | EUR        |     |
| Alk Tax + VAT                 |              | 1,34        | EUR        |     | 1,43        | EUR        |     |
| <b>RSP</b>                    |              | <b>3,48</b> | <b>EUR</b> |     | <b>3,91</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.