

CALWINE

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

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

559-32 Flavored sparkling, organic (B)

Distribution:	215 Stores
Launch date:	2026-06-01
Deadline tender answer:	2025-10-23
Deadline tender sample:	2025-11-25
Style and taste profile:	We are looking for a fresh, balanced, sweet, flavored sparkling wine with a distinct taste of elderberry.
Other:	Please note that when tender samples are requested, three (3) bottles of 750 ml must be submitted.

Product requirements:

Price to consumer (SEK):	Max 75
Alcohol level:	Min 8,5 %
Country of origin:	Free of choice. Must be stated.
EU product category:	Aromatized wine-based drink
Type of product:	Sparkling wine
Volume:	750 ml
Packaging:	Lighter glass bottle max 580 g
Available volume (liters):	40 000
Type of closure:	Mushroom stopper (Champagne cork)
Other requirements:	The beverage must maintain three (3) bars of pressure. The front label must clearly state that the flavor is elderberry in English, Swedish or by image and the word "Hugo" must be included in the name or design. The product must meet the existing criteria for organic product according to current EU legislation. Please observe that only one product per producer can be offered.

EXW finished product:	Up to 1,15 EUR / PCS
EXW bulk:	N/A

PnL

Gross margin SE buildup PCS		RSP 69 SEK			RSP 75 SEK		
FOB oversea / FCA Europe	PCS / 750 ml	0,85	EUR	40%	1,15	EUR	46%
Logistics inbound	Europa	0,22	EUR	10%	0,22	EUR	9%
Logistics SE		0,63	EUR	30%	0,63	EUR	26%
Marketing		0,10	EUR	5%	0,12	EUR	5%
Contributive margin		0,31	EUR	15%	0,37	EUR	15%
Price to Systembolaget		2,09	EUR		2,46	EUR	
Systembolaget margin		0,78	EUR		0,83	EUR	
Alk Tax + VAT		3,13	EUR		3,23	EUR	
RSP		6,00	EUR		6,52	EUR	

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