



**CONCEALED WINES**  
UNIQUE WINES FROM GREAT PRODUCERS

# THE SWEDISH WINE MARKET

Presented by Calle Nilsson and Akshat Rekhi

2022

# Agenda

- What is Systembolaget?
- Ways into the assortment
- FS tenders (permanent listing)
- Systembolaget blind tasting
- Producer advice – preparation of the tender offer
- Concealed Wines website system
- Questions and Answers



A background image showing a large crowd of people, represented by simple human silhouettes. Most are dark, but one silhouette on the left is highlighted in white, standing out from the rest. The overall scene is dimly lit, with some warm, golden light filtering through the crowd.

What is Systembolaget?

# What is Systembolaget?



The monopoly distributor covering Sweden as a market

Purpose of the monopoly is to control the alcohol consumption in the Swedish market

Systembolaget:

- sells products in its own 450+ stores and via its online store
- only buys from licensed importers
- does not buy wine directly from the producer
- has an alcohol free assortment, except this all other assortment has alcohol level of 3,6 % or above. (beer and cider up to 3,5 % can be sold in supermarkets)

Website: [www.systembolaget.se](http://www.systembolaget.se)

# Purchase department of Systembolaget



- Management of buyers and purchase department – *Helicopter perspectives*
- Category management (8) – Long-term planning
- Buyers (10) – Detailed planning
- Assistant buyers (2) – General questions
- Quality control team routines to make sure suppliers deliver as promised
- Other supportive functions to help purchase team (example sustainability division)

# List of purchase team autumn 2022



## Manager of the group | Fredrik Arenander

- Spirits | David Bengé
- Beer | Johan Ahlstedt & Katarina Westman
- Wine
  - France | Johan Larsson
  - Italy | Marcus Dahlin
  - Spain, Germany & NZ | Marie von Segebaden
  - South America & Eastern Europe | Magnus Lindblom
  - South Africa & Small Europe Countries | Matilda Dannerun
  - Argentina & Australia | Oskar Markusson

A background image showing a dense crowd of people, represented by stylized human figures. Most figures are dark, but one figure on the left side is highlighted in white, standing out from the rest of the crowd. The overall scene is dimly lit, with some warm, golden light filtering through the crowd.

Ways into the assortment

# Ways into Systembolaget's assortment

## **ORDERS ASSORTMENT (BS) – LIST YOUR PRODUCT ONLINE**

- Approximately 15000 products in the order assortment (less than 5 % of sold volumes)
- Importers can list any product in the order assortment
- Product start with no store allocation
- Possibility to get store allocation if demand of product is high
- Free pricing by the importer

## **EXCLUSIVE ASSORTMENT (TSE) – PITCH PRODUCT DIRECTLY TO BUYER**

- Focus on famous or upcoming appellations currently in positive trend
- Focus on brands with international recognition
- Importance of track record of products and pricing in line with international pricing
- Importer signs an agreement on a fixed volume with Systembolaget



# Ways into Systembolaget's assortment

## **FIXED VOL/SEASONAL ASSORTMENT (TSV) – TENDER PROCESS WITH BLIND TASTING**

- Focus on wines in the **mid- to high-price** range
- Focus on wines with a high demand in the market and on niche demands in the market, where Systembolaget wants a service product
- Sometimes Seasonal demand especially on rose wine and beer
- More **selective process** of which products to blind taste
- Importer signs an agreement on a **fixed volume** with Systembolaget
- More than one product can many times be selected in same tender blind tasting
- If a product sells well, it can in some cases be **re-purchased** the year after (Most wine requests and at least 20 % of beer requests)
- For Wines - Systembolaget's target is that approximately 70 % should pass **evaluation** and be re-purchased coming year (for those that have re-purchase possibility)



# FS Tenders - Permanent Listings

# FS Tenders – Permanent Assortment

## PERMANENT ASSORTMENT (FS) – TENDER PROCESS WITH BLIND TASTING

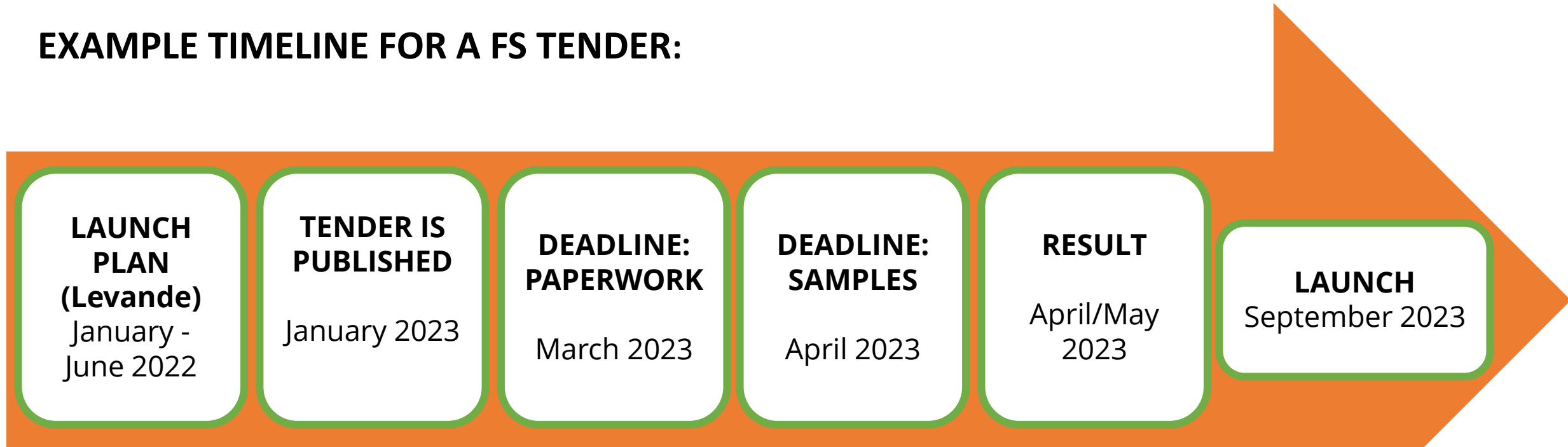
- Almost 3000 products in 2022 in fixed assortment (more than 80 % of sold volumes)
- Wines in all price levels, but with the focus on **low- and mid-price** levels
- Importer signs an agreement of guaranteed time in x number of stores for 9 months (12 for organic and Fair-trade), listing **depends on the success** of the product
- Product starts to be **evaluated** 3 months after launch (for organic, fair-trade and fair-for-life products after 6 month)
- Sign with “**new**” for first 3 month, this helps increase products sales at least 20%
- If product sells well it can stay in the market

# FS Tenders – important details

- **BUYING DECISION - BLIND TASTING**– Focus is to meet a style profile
- **MINIMUM VOLUME REQUIREMENTS**
  - Exact the same as the sample sent to tasting for the entire volume requirement.
  - After volume is delivered you can offer another batch or change vintage.
  - Contract in the market is time of distribution not a volume contract.
- **SAMPLES**
  - Prepared as a final product
  - 2 wine and spirits, 3 beer (unless it is small bottles then 5) (We ask for few extra)
  - Can normally be sent without label
  - Can normally be sent in glass bottle unless other is written
  - Send with some time margin, very strict deadlines
- **GUARANTEE OF SUPPLY** – Important to fill out correct.
- Understand Launch plan **“LEVANDE”** to stage **PUBLISHED TENDER**

# Time Line – Levande to published tender

## EXAMPLE TIMELINE FOR A FS TENDER:



**Note:** Importer wants the product in their warehouse usually at least **4 weeks before launch** date

**Note:** For A classified tenders, time between deadline and final result is only about 7 days.

The background of the slide is a dark, blurred image of a large crowd of people. In the lower-left quadrant, a single person is highlighted, wearing a bright white t-shirt, which makes them stand out from the darker, more indistinct figures of the rest of the crowd. The overall lighting is dim, creating a sense of a large gathering in a low-light environment.

# Systembolaget Blind Tasting

# Systembolaget blind tasting

1. Evaluation not only on quality but also on taste profile
2. Blind tasting with 3 tasters, one is the purchaser in charge
3. Tasting starts by purchaser explaining why they ask for the product and what type of taste they look for
4. Product tasting is split in 2 parts: Semi-final and final tasting (given there are more than 17 products in competition)
  1. In general tasting: good enough to go to next tasting – meet style profile and ok quality.
  2. In final tasting: the score is relative to the competition
5. Judge scale is 1-9 with 9 being the best – Maximum is 27 (to be purchased you need at least 19 points)
6. Also priority score 1-5 is given, with 1 as best. Priority decides winner if several products have same general score

A background image showing a large crowd of people, represented by stylized human figures. Most figures are dark, but one figure on the left side is highlighted in white, standing out from the rest of the crowd. The overall scene is dimly lit, with a dark, moody atmosphere.

# Producer Advice



# Preparation of the tender offer

## Here we list things to keep in mind:

1. Make sure to meet **technical criteria** of all aspects
2. Make sure to meet the **taste profile** it is crucial.
3. Do all **paperwork** correct to make sure it is no mistakes. – Avoid stress
4. Make sure to secure the minimum **volume**
5. Make sure to **price** in accordance to the volume requirements
6. Prepare **samples** as the final product
7. Send samples **in time**, have a margin
8. If **Guarantee of Supply**, make sure to fill out this correct to not get troubles with an **audit** later on

# General advice to producers who want to enter the Swedish market

- **Understand** the market, tender system and the work of the importer
- Long-term strategy, it may take time to get into such **matured market**.
- If you want to get in to **HoReCa**, you have to understand what sells well in this segment and make sure to have a budget to help the importer to get started
- Once a tender **opportunity** arises, make sure to nail it
- Work with an importer with **good know-how** about the tender system and how to win tenders
- Ask many **questions** – it's a good way to understand the market better
- Be flexible – in the Swedish market you have to be **customer-oriented**

The background of the image is a dark, blurred array of wine bottles, likely in a cellar. The bottles are arranged in rows, and their caps and necks are visible. A white silhouette of a person, possibly a sommelier or a customer, is positioned on the left side of the image, standing among the bottles. The overall lighting is dim, creating a sophisticated and intimate atmosphere.

# Concealed Wines Website

[www.concealedwines.com](http://www.concealedwines.com)

**CONCEALED WINES**  
UNIQUE WINES FROM GREAT PRODUCERS

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Client area



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Questions & Answers

# UNIQUE WINES FROM GREAT PRODUCERS

An importer of wine, beer and spirits covering Sweden, Finland and Norway

Systembolaget, ALKO & Vinmonpolet + HORECA

Calle Nilsson  
Email:  
[calle.nilsson@concealedwines.com](mailto:calle.nilsson@concealedwines.com)  
(Skype ID: callenil)

Sign Up – Access 100% tender details

[Get registered – No cost](#)



France 1055

On this page Concealed Wines present Monopoly tenders announced by Systembolaget, ALKO and Vinmonopolet for producers from France.

[See tenders](#)



Spain 587

On this page Concealed Wines present Monopoly tenders announced by Systembolaget, ALKO and Vinmonopolet for producers from Spain.

[See tenders](#)



Italy 741

On this page Concealed Wines present Monopoly tenders announced by Systembolaget, ALKO and Vinmonopolet for producers from Italy.

[See tenders](#)



Germany 472

On this page Concealed Wines present Monopoly tenders announced by Systembolaget, ALKO and Vinmonopolet for producers from Germany.

[See tenders](#)



Portugal 308

On this page Concealed Wines present Monopoly tenders announced by Systembolaget, ALKO and Vinmonopolet for producers from Portugal.

[See tenders](#)



Austria 178

On this page Concealed Wines present Monopoly tenders announced by Systembolaget, ALKO and Vinmonopolet for producers from Austria.

[See tenders](#)

### 100 % Turbiana from Lugana – 202305016 ★

Region:	DOP Lugana	Price:	3 - 5,5
Grapes:	100% Turbiana	Volume:	4,000
Country:	Italy	Deadline:	December 20, 2022
Vintage:	2022		
Product Type:	White wine		

[More Details](#)

### Rosé wine from Riviera del Garda Classico – 202305017 ★

Region:	DOP Riviera del Garda Classico	Price:	3-7
Grapes:	100% Gropello, Barbera, Marzemino and Sangiovese	Volume:	2,400
Country:	Italy	Deadline:	December 20, 2022
Vintage:	2022		
Product Type:	Rose wine		

[More Details](#)

### Rosé wine from Coste della Sesia – 202305018 ★

Region:	DOP Coste della Sesia	Price:	5,5 - 9
Country:	Italy	Volume:	1,400
Vintage:	2022	Deadline:	December 20, 2022
Product Type:	Rose wine		

[More Details](#)

# Client Area

Sign up for free to get personalized updates and access to online submission

## Required Vendor Profile Details

\*\* indicotes required fields

### Required User Contact Details

Name \*

First

Last

Company / Winery / Brewery \*

Website

Email

Your Role \*

- Producer  
 Agent / Intermediate

Country \*

Telephone \*

Update



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You can make many subscriptions with different combination of tags. Each combination will appear on a separate line below the form after the button "Add Subscription" is clicked. You can delete a combination by clicking on the cross opposite the line.

Use tag "All" for Product field to subscribe for new tender of any product. Do the same with County, Region and Market fields. Use tag "wine" to subscribe for new tender of any wine.

## Subscribe Tender Form

Product

Country

Market

You Have Successfully Subscribed to the Newsletter!

## Your Subscriptions









Product: **Wine** Country: **Germany** Region: **Rheinhessen** Market: **All** x

# Tracking tenders

Here you can see all the tenders you marked, in order to receive notifications of the start date for 5 days beforehand the start and the deadline for offer date

Total tenders found: 2

### Albariño from Rias Baixas 2022 – 305-19

 Region:	DO Rias Baixas	 Price:	3,2 - 3,9
 Grapes:	100 % albariño	 Volume:	53335
 Country:	Spain	 Deadline:	December 12, 2022
 Vintage:	2022		
 Product Type:	White wine		

[More Details](#)

### Basque Country rosado 2022 – 359-137

 Region:	DO Getariako Txakolina, DO Bizkaiko Txakolina, DO Arabako Txakolin (Alavá) DO Getariako Txakolina, DO Bizkaiko Txakolina, DO Arabako Txakolin (Alavá)	 Price:	3,3 - 4,8
 Country:	Spain	 Volume:	5000
 Vintage:	2022	 Deadline:	December 6, 2022
 Product Type:	Rose wine		

[More Details](#)



# Basque Country rosado 2022 | 359-137

## General tender details

Monopoly:	Sweden (Systembolaget)
Assortment:	Temporary listing (One-time Purchase)
Deadline written offer:	December 6, 2022
Deadline Samples:	December 29, 2022
Launch Date:	May 12, 2023

## Taste & Style description

Characteristics:	We are looking for a pink, fresh wine with elements of red berries, citrus and herbs.
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## Product Requirements

Country of Origin:	Spain
Type of Product:	Rose wine
Region (Classification):	DO Getariako Txakolina, DO Bizkaiko Txakolina, DO Arabako Txakolin (Alavá) DO Getariako Txakolina, DO Bizkaiko Txakolina, DO Arabako Txakolin (Alavá)
Vintage:	2022
Ex. Cellar Price:	3,3 - 4,8 € per 750 ml Glass bottle
Minimum Volume:	5000 (Volume Unit 750 ml Glass bottle)
Type of Container:	Glass bottle
Container Size:	750 ml
Other Requirements:	<ol style="list-style-type: none"><li>1. Only one offer per producer will be accepted for this reference</li><li>2. For this tender Systembolaget will prefer wines with high international brand recognition and a very good track record with international awards. A good track record means, about 90+ points from Decanter / Parker / WS / WE. For this tender Systembolaget will prefer wines with high international brand recognition and a very good track record with international awards. A good track record means, about 90+ points from Decanter / Parker / WS / WE.</li></ol>

Read about Concealed Wines Code of conduct & CSR Standard [here](#).

Apply for this Tender

Submit interest request

## Tender Form

Step 01

### Contact Details

Username

mareike.appel@mail.hs-gm.de

E-mail \*

mareike.appel@mail.hs-gm.de

State your email. We will use this email when we communicate about this offer.

Your role or organization you represent \*

- Producer  
 Agent / Intermediate

Please explain your role for this offer. Are you or the organization you represent the actual supplier please state Producer, if not state Agent/Intermediate.

First Name \*

Your first name  
(Calle/Federico/Emma/Ebba).

Last Name \*

State your surname/last name.

Company / Winery / Brewery \*

Please state the name of your Company or Agency, or of your Winery, Brewery, Distillery

Street Address \*

City \*

Zip Code \*

Country \*

Select Country

Please select your Company's country. Please note that if you are an Agent / Intermediate you will be asked also about the Producer's Country.

Cellphone \*

State your cellphone number. We will use this telephone number when we communicate about this offer.

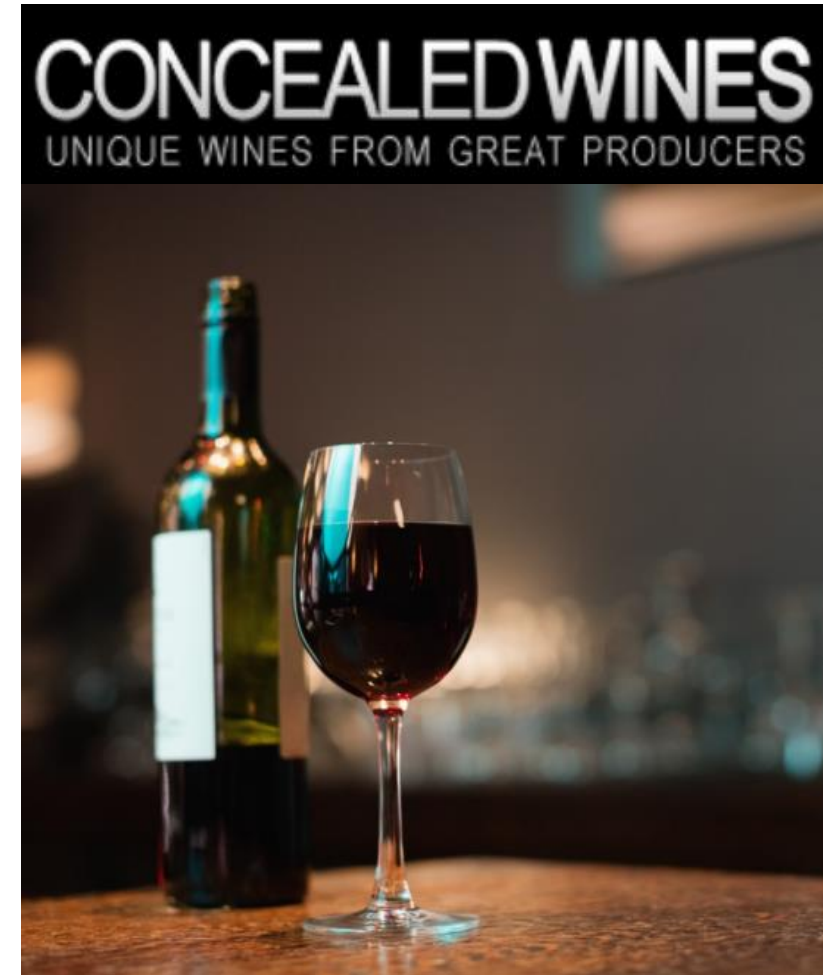
Website

Next

[Save and Continue Later](#)

# Relevant Links

- [Current Tenders - Overview and specification of tenders Systembolaget / ALKO / Vinmonopolet](#)
- [Updated sales figures and statistics Systembolaget](#)
- [Systembolaget English page](#)
- [Systembolaget launch plan documents](#)
- [Systembolaget Launchplan documents](#)
- [Concealed Wines LinkedIn group to get frequent updates about Swedish market and Systembolaget / ALKO / Vinmonopolet.](#)



# Assortment Example



- Total no. of products Systembolaget: 23.670
- Wine assortment: 14.079
- Wine Permanent assortment (FS): 1.766 (approximately 13 %)
- Wine Order assortment: 10.616 (approximately 75 %)
- Wine Temporary and other niche assortments: 1.543 (approximately 12%)

(example from 2022-11-15 based on filter function on Systembolaget.se)

**CONCEALED WINES**  
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**Thank you!**

Contact details:

Calle Nilsson / Akshat Rekhi

[calle.nilsson@concealedwines.com](mailto:calle.nilsson@concealedwines.com) / [akshat.rekhi@concealedwines.com](mailto:akshat.rekhi@concealedwines.com)

+46 737 099 182

Concealed Wines AB, Bo Bergmansgata 14, 115 50 Stockholm, Sweden