



SUPPLIER EVENT INFO



31.8.2018

A top-down view of numerous petri dishes arranged in a circular pattern. Each dish contains a different liquid, creating a variety of colors including bright yellow, deep red, orange, and clear. The liquids have different textures, some appearing smooth and others with visible bubbles or swirls. The lighting is bright, highlighting the reflective surfaces of the glass dishes and the vibrant colors of the liquids.

PROGRAMME:

9.30-11.00 CURRENT TOPICS

- Sales
- Changes in Listing Instructions
- Current news
- Customer types and buying criteria
- Responsibility review

11.00-12.30 WORKSHOPS

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Sales in January-July 2018

	Sales in litres (million litres)	+/-prev. y. (%)
Vodkas and spirits	7,55	-3,2 %
Other spririts	3,99	-3,4 %
Fortified wines	1,18	-7,0 %
Red wines	12,14	-6,6 %
White wines	12,60	0,4 %
Sarkling wines	3,32	0,8 %
Rose wines	0,91	26,7 %
Other mild wines	0,78	-2,4 %
Beers	3,27	-29,3 %
Long drinks	1,82	-46,9 %
Ciders	0,32	-16,9 %
Non alcoholic beverages	0,27	7,3 %
	48,16	-7,9 %

Sales in July 2018

	Sales in litres (million litres)	+/-prev. y. (%)
Vodkas and spirits	1,14	-5,2 %
Other spririts	0,57	-9,4 %
Fortified wines	0,17	-10,0 %
Red wines	1,59	-15,3 %
White wines	2,32	1,7 %
Sarkling wines	0,54	2,5 %
Rose wines	0,28	31,8 %
Other mild wines	0,17	5,2 %
Beers	0,50	-33,4 %
Long drinks	0,35	-50,0 %
Ciders	0,06	-20,2 %
Non alcoholic beverages	0,05	11,3 %
	7,71	-10,5 %

Sales of last 4 previous weeks (weeks 31-34)	
Product group	Litres (+/- pr.y.)
Wines	-3,1 %
Spirits	-6,1 %
Brewery products	-38,2 %
Total	-9,9 %

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Changes to Listing instructions 2 October 2018

The specialties

- If different vintages of the same product are searched for specialties or other selection:
 - only one vintage defined by supplier can be transferred to the general selection. Other vintages can continue in a sale-to-order selection to the end of its lifecycle without vintage changes.
 - each vintage must have a unique, readable code (e.g. EAN-code).

Product searches and offering procedure: Selecting and listing the products

Evaluation of the products offered

- Sentence is specified: The reliability of the product's availability, the functioning of the material flow and space management related point of view of the package are also assessed in order to meet the customer service aspects.

Cancelling the listing

- Paragraph is specified: The listing is cancelled if the product is not available for deliveries to Alko shops within three months from the listing date. If a larger specialty product is delayed from the delivery starting date or the product availability is not enough for the initial channel filling, the charged cost is 1,250.00 euro (+ VAT) from the seller.

Feedback from hearing: We ask more information or explanation to this schedule in the Supplier Event on 31 August.

Changes to Listing instructions 2 October 2018

Sale-to-order selection: Offering products to the sale-to-order selection ***Take into consideration when making the offers***

- Multi-packages of the same product can be offered to Alko's sale-to-order selection, if:
 - single consumer package of the product with own product number is in the selection.
 - and single consumer packages (e.g. a bottle or a can) are smaller than package sizes below:
 - Wines, less than 0,75 liters
 - Spirits, less than 0,2 liters
 - Brewery products, less than 0,7 liters.

Alko encourages the use of environmental friendly multi-packages instead of using plastic multi-package wrapper (so called shrink wrap).

*Feedback from hearing: Offering multi-packages to the sale-to-order selection: offering of multi-packages is limited based on the minimum sizes of single consumer packages. These minimum sizes are **below** normal package sizes that will prevent offering the most of multi-packages at all. With the sale-to-order selection **the package size of multi-packages should not be limited at all.***

Changes to Listing instructions 2 October 2018

Product transfer from the sale-to-order selection to another selection via *participation in product searches* (before: *participation in general selection product searches*)

- *Paragraph is specified: If a sale-to-order-selection product is offered and listed to the other selection, Alko will close the product from shop orders and delist it from the sale-to-order selection before its listing date. The stock of Alko shops can be transferred to the new product number, if EAN-code remain the same. In addition, the product needs to fulfill the criteria defined in the search and quality of the product must be equal the offered sample for the transferring to be done.*

On the basis of sales monitoring

- When multi-package is transferred to the general selection on the basis of sales monitoring, by default, it won't be allocated, but the sale of the multi-package will be counted to the sale of the single consumer package.
- Because some products have a particularly seasonal demand (e.g. mulled wine) those products cannot be transferred from sale-to-order selection to the general selection. Also, packages that due to their shape or size are not suitable for Alko's normal space management or logistics, cannot be transferred to the general selection.

Information on sales

- Seller or/and agent, current or potential, can have information about the sales of all monopoly products. Sale statistics are confidential and cannot be given to the third parties. This also concerns third parties inside the company. Reports are available for current suppliers on Alko's Extranet, or for potential suppliers on request by email.

Feedback from hearing: SAJK opinion is that its member organizations should have a possibility to discuss the information on reports with their clients. Conversations with the clients are confidential anyway and do not risk the information. In addition, the trade association needs to get background information directly from Alko or indirectly without it to be seen as a misuse.

Changes to Listing instructions 2 October 2018

Product changes

- *Technical solution for the product changes is changing. Processing of product changes will be transferred to a new mode. The new technical solution will be taken in use when all its required features are ready. The introduction of solution will be announced separately. In the Listing instructions under the headline 'Product changes' is found guidelines for current procedure of product changes. Under the headline 'Maintaining product information and product changes' is described the new procedure.*

Feedback from hearing: We ask more information about maintaining product information on the product card, especially when the vintage is changing.

Annex 2A – Alko's import service

- The supplier must have the necessary license and capability for excise goods shipment in the EU, for electronic export covering letter (eAD) in the EMCS system.

Annex 5 – GTIN codes, Valvira codes and the codes of transport packages

GTIN codes

- Sentence is specified: The bar code requirement is not categoric in all cases of products in *the smaller specialties*, but then a Valvira's code must be sought for the product.

Annex 9 – Dolly pallets: Seasonal dolly pallets for the main products in the general selection

Feedback from hearing: The main products is specified to be sparkling wine, red wine and white wine with the package size 0.75 litres in the section of seasonal dolly pallets for the main products in the general selection. We are proposing that other product groups and product sizes could be packaged to seasonal dolly pallets and this could be taken into consideration in the distribution timelines.

Announcement of upcoming hearing: Alko is planning to limit the number of sale-to-order selection products held at Alko local stores from the beginning of year 2019

Change	Reasons	Notice										
<ul style="list-style-type: none">At this moment there are approx. 40 sale-to-order selection products per shop in the local stores' assortment.New size-specific limits are<table><tr><td>XS</td><td>10</td></tr><tr><td>S</td><td>15</td></tr><tr><td>M</td><td>20</td></tr><tr><td>L</td><td>25</td></tr><tr><td>XL</td><td>30</td></tr></table>There is a big difference between the shops, so the aim is to limit over-emphasized portion of sale-to-order selection products in the shop assortment.	XS	10	S	15	M	20	L	25	XL	30	<ul style="list-style-type: none">Customer satisfaction<p>Especially traditional customer types in the local stores appreciate the constancy of the selection and ease of purchase.</p>Predictability<p>Aim is to control the fragmentation of total demand and improve predictability.</p>Making an online shop order in the shop will be introduced<p>Sale-to-order selection products can be ordered directly from the store.</p>	<ul style="list-style-type: none">The number of locally available sale-to-order selection products (T3-products) is not limited.The number of sale-to-order selection products are not limited in the specialist stores and premium stores.
XS	10											
S	15											
M	20											
L	25											
XL	30											

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Current news



Investigation of opening the sales reporting has been completed with Finnish Competition and Consumer Authority and Valvira. Open product sales reporting model has got approval from Alko board. The first report will be published in October and more information will be added every quarterly.



Alko's Green choice products gets continuously more interest among customers. The suppliers are asked to keep product information up to date.

Especially vegan products and products packed in lighter bottles have been found in assortment that have not updated information by the supplier. Suitability for vegans must be displayed on the product packaging. The maximum weight limit for lighter glass bottle in wines is 420 grams (0.75 liter bottle).

Current news



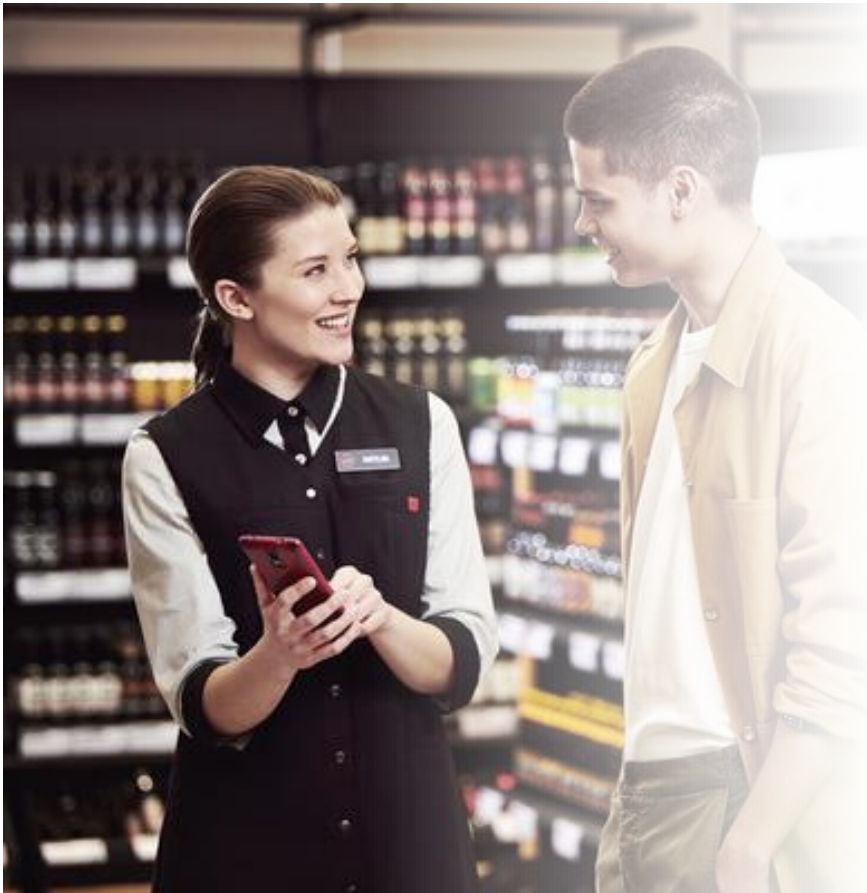
Service phone weekdays from 9 am to 5 pm in urgent matters is in use from the beginning of September. More information will be available on alko.fi web pages news and information for suppliers.



Alko will renew customer communication of strong beverages during autumn 2018. The goal is to add information of origin for strong beverages to the product card on Alko Online shop and to the product's price tag in Alko shops. The model for implementation will be the same as in wines and brewery products.

Note. In brewery products and strong spirits the origin means a country or an area where the product's brand/recipe is from or where the product is typically known.

The new mini shop experimental in Oitti, Hausjärvi



- Alko shop in Hausjärvi municipality in Oitti population centre is the first experiment of new small sized mini shop. The goal is to have efficient service combination of store and Online shop.
- The shop in Oitti is compact service point of size 50 m². This way energy consumption is less than before. There are approx. 400 most wanted and topical products in the shop's assortment. The shop's assortment is supplement with Alko Online shop's approx. 8000 products assortment.
- The shop is under renovation in September and renewed shop will be opened on Friday 14 September 2018. Opening hours are Mon-Thu 13–17, Fri 12–18 and Sat 11–16.

Price tags in Alko shops will be renewed

Old

ALE
ALE

00416-040718

Donut Island Frisco Disco Citra IPA

SUOMI Oljenkeltainen, samea, täyteläinen, voimakkaasti humaloitu, mallaskeksinen, greippinen, kevyen aprikoosinen, hennon litsiluumuinen, ruohoinen, yrttinen. **FINLAND** Halmgul, grumlig, fyllig, stor humlebeska, inslag av maltkex, grapefruktskaraktär, lätta aprikostoner, svag ton av litchifrukt, gräsigt, örtigt.

• IPA

• 0,33 l 6,2 % 56 EBU 15,4 °P

4 49

13,30 €/l

OLUET | ÖL

729494

PIRTEÄ & HEDELMÄINEN
FRISKT & FRUKTIGT

05000-040718

Loimer Lois Grüner Veltliner

ITÄVALTA Kuiva, hapokas, viherpäärynäinen, sitruksinen, kevyen aprikoosinen, mineraalinen, kevyen mausteinen. **ÖSTERRIKE** Torr, hög syra, inslag av gröna päron, citruskaraktär, lätta aprikostoner, mineraligt, lätt kryddighet.

• Grüner Veltliner

• Qualitätswein Niederösterreich

• 0,75 l 2 g/l

16 11

21,35 €/l

VALKOVIINIT | VITVIN

539597

New

ALE
ALE

00416-040718

Donut Island Frisco Disco Citra IPA

SUOMI Oljenkeltainen, samea, täyteläinen, voimakkaasti humaloitu, mallaskeksinen, greippinen, kevyen aprikoosinen, hennon litsiluumuinen, ruohoinen, yrttinen. **FINLAND** Halmgul, grumlig, fyllig, stor humlebeska, inslag av maltkex, grapefruktskaraktär, lätta aprikostoner, svag ton av litchifrukt, gräsigt, örtigt.

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VALKOVIINIT | VITVIN

539597

The font of price tags in Alko shops will be renewed in October. In transition period (the end of September / beginning of October) there can be momentarily both kind of price tags in use in Alko shops.

The background of the slide is a photograph of a vineyard. In the foreground, there are several wooden crates and wicker baskets filled with dark, ripe grapes. The crates are made of weathered wood and have metal bands. The baskets are woven from light-colored wicker. In the background, there are rows of grapevines with green leaves, slightly out of focus. The lighting is bright, suggesting a sunny day.

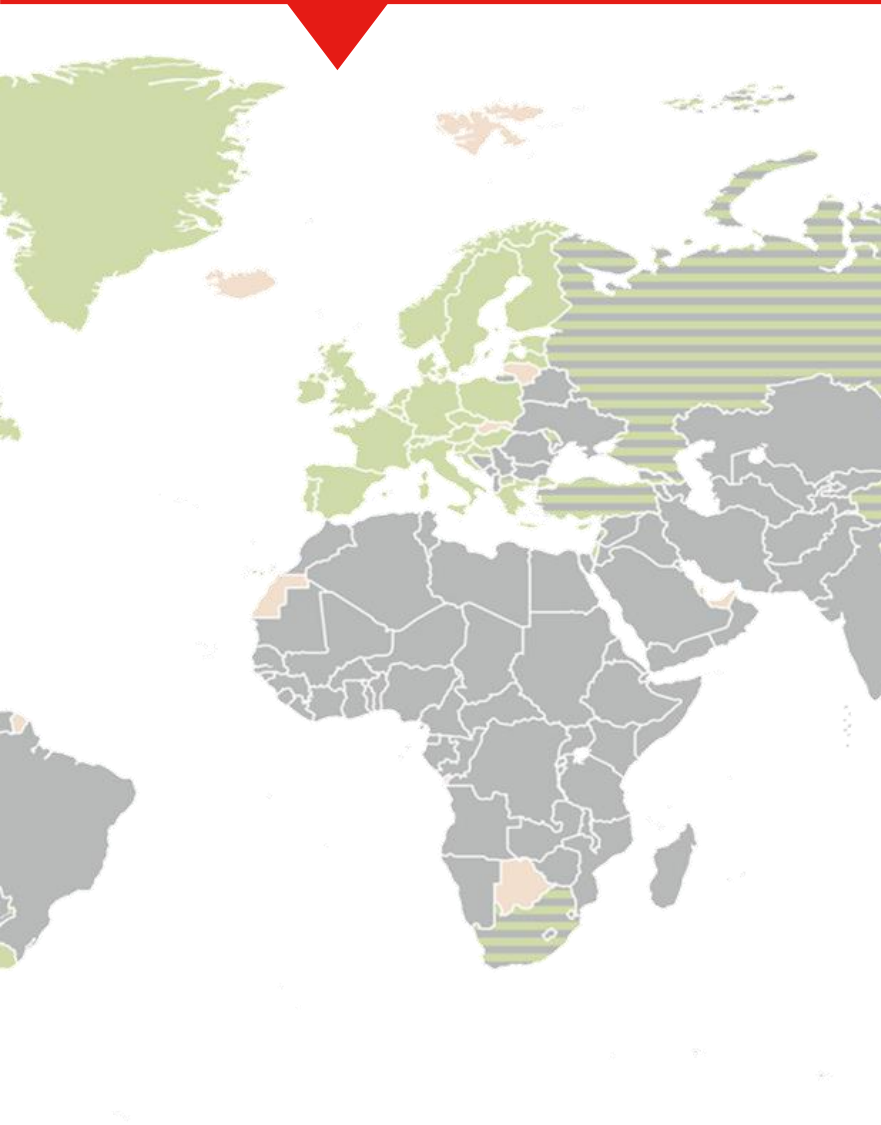
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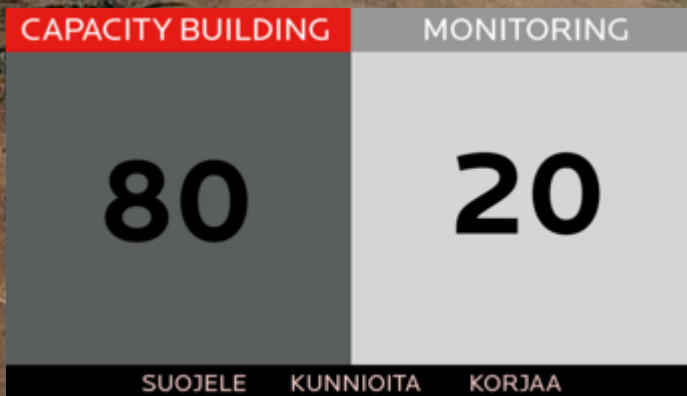
Current topics in responsible purchasing



- **We are reminding** all suppliers need to complete the e-learning of ethical principles by the end of the year
- **We have continued the investigation** of responsibility challenges in rum supply chain by meeting the parties in the supply chain and other relevant interest groups (inter alia Fazer, Coca-Cola Finland).
 - The rums will be the focus product group for all Nordic Alcohol Monopolies for the year 2019.
 - More further actions will be announced during the autumn.
- **Delivery deadline for the supply chain information requested has ended on 15 August 2018.** If you are a represent of products from the risk area in the information requested, please take care that the information has been delivered.
- **The audits in the autumn are coming.** The supplier has an important role as giving support for the producer.
 - Utilized pages 173-261 from the System Manual.
 - https://www.amfori.org/sites/default/files/amfori%20BS%20CI%20System%20Manual_ENG.pdf

Capacity building continues

- The investigation of Living wage completed by Alko with EY show that conversation of the issue needs to continue.
- amfori Sustainable Wine Program will get more resources from Jimena Sanchez (operating area of Chile and Argentina) who are very familiar of wine industry => trainings planned.
- We encourage to use the South Africa trainings arranged by Stronger Together (total amount 30 during the autumn 2018). [Stronger Together South Africa : Stronger Together](#)
- amfori will arrange the open meeting for interest groups in Stockholm on 2 October 2018. The theme is Women Empowerment. More information (www.amfori.org).
- NAM will make a field trip to Italy in October. Field trip will end to the evening for the interest groups arranged by Systembolaget in Verona on 11 October 2018.
- The trainings arranged by Nordic Alcohol Monopolies for the members of employee organizations in South Africa succeeded beyond expectations.



Feedback from arranged trainings in South Africa



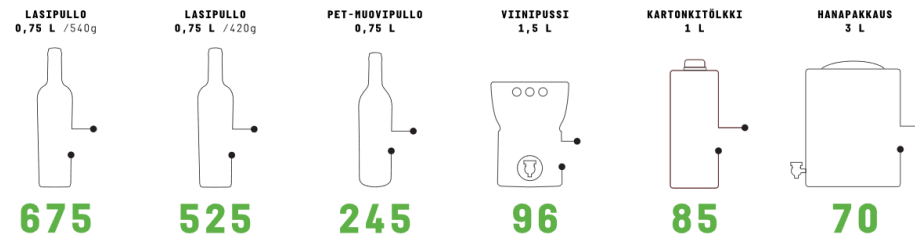
- Enabler: Nordic Alcohol Monopolies, NAM
- Trainer: Sandra Krüger & Associate
- Issue: amfori Code of Conduct and active participation to audit process
- Amount: 3 occasions in different production areas
- Target group: members of employee organizations, total 42 participants
- Feedback: The trainings felt really useful and practical. Nordic Alcohol Monopolies role as a promoter of social responsibility is important and the trainings hoped to be continue in the future.

INDICATE LEVEL OF AGREEMENT WITH THE FOLLOWING	STRONGLY AGREE	AGREE
The workshop has increased my knowledge on audits	33 (85%)	6 (15%)
The workshop has increased my understanding of how to participate in audits	30 (77%)	9 (23%)
This workshop will assist me to participate in corrective actions	31 (79%)	8 (21%)
This workshop will help me to continuous monitor changes	30 (77%)	9 (23%)

Climate & beverage packages – mini workshop in October

- Alko will arrange a mini workshop for developing beverage packages in every product group. Focusing still on packages of wines.
- Duration 2-3 h in October (be specified).
- Invitations and preliminary assignment will be send to supplier-specifically in coming weeks.

VIININ PAKKAUSMATERIAALI ON MYÖS
ILMASTOPÄÄTÖS



CO_{2e} g/l

Gaia Consulting Oy:n laskema pakkauksen keskimääräinen hiilijalanjälki perustuen viinin myyntiin vuonna 2017 ja Argentiinan, Australian, Chilen, Espanjan, Etelä-Afrikan, Italian, Portugalin, Kalifornian, Ranskan, Saksan ja Uuden-Seelannin kansallisiin päästökertoimiin.

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