

Purchase Plan

2/2018

search months January – June 2018
listing months June – November 2018



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GENERAL

Purchase Plans for 2018

Purchase Plans for general selection products are published on the Alko website twice a year; in May and in November. The Purchase Plan published in May 2017 includes products to be listed in the first half of the year 2018 whereas the Purchase Plan of November 2017 includes searches for the products to be listed in the second half of the year 2018. Alko also publish some request for tenders as separate announcements on Alko's website.

The planning of assortment is based on customer demand, requirements of different customer groups and Alko's existing product range. If the structure of customer demand changes remarkably from our forecasts or if the reasons related to assortment management require so, purchasing needs will be reassessed and information on this will be made available on Alko's website.

New products will be listed for general selection every week through the year except for December when we are focusing on customer service.

Information on sales at Alko

For information on sales at Alko, please see our website www.alko.fi > Alko Inc.> Newsroom > Sales statistics.

Submitting offers

The offers are submitted via Alko's Partner Network. More information about having an account in Partner Network can have from Alko's Products and Purchase unit. The contact information can be found on Alko's website.

Offers can also be submitted by email or by traditional mail by using the newest offer forms available on Alko's website.

The searches of Purchase Plan include a search-specific information of the deadline for delivering samples. However, the samples are to be delivered according to the more detailed instructions in the sample request that will be sent by email after the offer is submitted.

ASSORTMENT MANAGEMENT

Products in the general selection are allocated to shops centrally using a matrix in which the selection profiles are one element and the product assortment based on category trees is the other element.

Selection Profiles

Products in the general selection are allocated to shops by product groups using selection profiles. Selection profiles are a combination of the demand profile (Normal, Basic, Plus) and the shop size (6 size classes: XS – XXL), for example "normal-S". In addition, there are shops of type Joker. These shops have exceptional conditions, such as small shop surface or a demand that varies greatly depending on the season. As a result, there is no central allocation to the shop of type Joker.

Compared to shops with the sales profile Normal, the Plus type of shops have an emphasis on especially wine, beer and higher-priced products. In the Basic type shops, the sales on the other hand focuses more on strong beverages and on certain part of brewery products.

Size class		Demand profile		
		Basic	Normal	Plus
XS	average # of skus 350-	Basic-XS	Normal-XS	Plus-XS
S	average # of skus 600-	Basic-S	Normal-S	Plus-S
M	average # of skus 920-	Basic-M	Normal-M	Plus-M
L	average # of skus 1300-	Basic-L	Normal-L	Plus-L
XL	average # of skus 1670-	Basic-XL	Normal-XL	Plus-XL
XXL	average # of skus 2000-	Basic-XXL	Normal-XXL	Plus-XXL
Joker				

Number of shops within a shop type may change due to the fact that individual shops may move over to other shop type as a result of changes e.g. in shop facilities, shop locations, sales profile or number of products carried in a shop.

Category tree

Alko's assortment is allocated to different shop types centrally, based on the customer-oriented category tree. In the category tree, the product categories are first divided into sub-categories and then into segments.

The category tree is based on customer requirements and behavior as well as consumer demand analyzed by Alko. If changes occur in these factors the structure of the category tree or the contents of the sub-categories or the segments may change. Suppliers will be informed about the changes in good time, at minimum two price list periods before they become valid.

The category tree used by Alko:

Segment id	Segment name
271101	Beer;Lager;Lager;single;<=0,4
271102	Beer;Lager;Lager;single;>0,4
271103	Beer;Lager;Lager;multipack;<=0,4;<10pack
271104	Beer;Lager;Lager;multipack;<=0,4;10-17pack
271105	Beer;Lager;Lager;multipack;<=0,4;>18pack
271106	Beer;Lager;Lager;multipack;>0,4
271107	Beer;Lager;Lager;service
271108	Beer;Lager;Other
271109	Beer;Lager;Other;service
271110	Beer;Dark lager
271111	Beer;Pils
271112	Beer;Strong lager;Strong lager;single;<=0,4
271113	Beer;Strong lager;Strong lager;single;>0,4 bottle
271114	Beer;Strong lager;Strong lager;single;>0,4 can
271115	Beer;Strong lager;Strong lager;multipack;<=0,4
271116	Beer;Strong lager;Strong lager;multipack;>0,4
271117	Beer;Strong lager;Other
271118	Beer;Wheat beer;Hefeweizen
271119	Beer;Wheat beer;Other weizen-types
271120	Beer;Wheat beer;Other
271121	Beer;Ale;Bitter
271122	Beer;Ale;Bitter, strong
271123	Beer;Ale;Monastery
271124	Beer;Ale;Other
271125	Beer;Stout & porter;Porter
271126	Beer;Stout & porter;Stout
271127	Beer;Specialty
272101	RTD;Grapefruit
272102	RTD;Other variants;bottle
272103	RTD;Other variants;can
272104	RTD;Ready to serve
273101	Cider;British style apple-based
273102	Cider;Nordics' style apple-based
273103	Cider;French style apple-based
273104	Cider;Pear ciders
273105	Cider;Other
274101	Non-alcoholic;Beer
274102	Non-alcoholic;Cider
274103	Non-alcoholic;Wine
274104	Non-alcoholic;Soft drinks, mixers and waters
274105	Non-alcoholic;Other
441101	Red wine;<=0,5 l bottle;berried & fresh
441102	Red wine;<=0,5 l bottle;smooth & fruity

441103	Red wine;<=0,5 l bottle;luscious & jammy
441104	Red wine;<=0,5 l bottle;nuanced & developed
441105	Red wine;<=0,5 l bottle;robust & powerful
441106	Red wine;berried & fresh;<8
441107	Red wine;berried & fresh;8-9,99
441108	Red wine;berried & fresh;10-12,99
441109	Red wine;berried & fresh;13-14,99
441110	Red wine;berried & fresh;>=15
441111	Red wine;smooth & fruity;<8
441112	Red wine;smooth & fruity;8-9,99
441113	Red wine;smooth & fruity;>=10
441114	Red wine;luscious & jammy;<7
441115	Red wine;luscious & jammy;7-7,99
441116	Red wine;luscious & jammy;8-8,99
441117	Red wine;luscious & jammy;9-9,99
441118	Red wine;luscious & jammy;10-10,99
441119	Red wine;luscious & jammy;11-12,99
441120	Red wine;luscious & jammy;13-14,99
441121	Red wine;luscious & jammy;15-19,99
441122	Red wine;luscious & jammy;>=20
441123	Red wine;nuanced & developed;<8
441124	Red wine;nuanced & developed;8-9,99
441125	Red wine;nuanced & developed;10-12,99
441126	Red wine;nuanced & developed;13-14,99
441127	Red wine;nuanced & developed;15-17,49
441128	Red wine;nuanced & developed;17,50-19,99
441129	Red wine;nuanced & developed;>=20
441130	Red wine;robust & powerful;<10
441131	Red wine;robust & powerful;10-12,99
441132	Red wine;robust & powerful;13-14,99
441133	Red wine;robust & powerful;15-17,49
441134	Red wine;robust & powerful;17,50-19,99
441135	Red wine;robust & powerful;>=20
442101	White wine;<=0,5 l bottle;smooth & light
442102	White wine;<=0,5 l bottle;mellow & sweet
442103	White wine;<=0,5 l bottle;crisp & fruity
442104	White wine;<=0,5 l bottle;nuanced & structured
442105	White wine;<=0,5 l bottle;generous & toasty
442106	White wine;smooth & light;<8
442107	White wine;smooth & light;8-9,99
442108	White wine;smooth & light;>=10
442109	White wine;mellow & sweet;<8
442110	White wine;mellow & sweet;8-9,99
442111	White wine;mellow & sweet;>=10
442112	White wine;crisp & fruity;<7
442113	White wine;crisp & fruity;7-7,99

442114	White wine;crisp & fruity;8-8,99
442115	White wine;crisp & fruity;9-9,99
442116	White wine;crisp & fruity;10-12,99
442117	White wine;crisp & fruity;13-19,99
442118	White wine;crisp & fruity;>=20
442119	White wine;nuanced & structured;<8
442120	White wine;nuanced & structured;8-8,99
442121	White wine;nuanced & structured;9-9,99
442122	White wine;nuanced & structured;10-12,99
442123	White wine;nuanced & structured;13-14,99
442124	White wine;nuanced & structured;15-17,49
442125	White wine;nuanced & structured;17,50-19,99
442126	White wine;nuanced & structured;>=20
442127	White wine;generous & toasty;<10
442128	White wine;generous & toasty;10-14,99
442129	White wine;generous & toasty;15-19,99
442130	White wine;generous & toasty;>=20
443101	Sparkling wine;<=0,5 l bottle;Sparkling wine;Extra brut
443102	Sparkling wine;<=0,5 l bottle;Sparkling wine;Extra Sec & Sec
443103	Sparkling wine;<=0,5 l bottle;Sparkling wine;Demi-sec
443104	Sparkling wine;<=0,5 l bottle;Sparkling wine;Sweet
443105	Sparkling wine;<=0,5 l bottle;Champagne;Extra brut
443106	Sparkling wine;<=0,5 l bottle;Other
443107	Sparkling wine;Sparkling wine;Extra brut;<8
443108	Sparkling wine;Sparkling wine;Extra brut;8-9,99
443109	Sparkling wine;Sparkling wine;Extra brut;10-14,99
443110	Sparkling wine;Sparkling wine;Extra brut;>=15
443111	Sparkling wine;Sparkling wine;Extra sec & Sec;<8
443112	Sparkling wine;Sparkling wine;Extra sec & Sec;8-9,99
443113	Sparkling wine;Sparkling wine;Extra sec & Sec;>=10
443114	Sparkling wine;Sparkling wine;Sweet;<10
443115	Sparkling wine;Sparkling wine;Sweet;>=10
443116	Sparkling wine;Sparkling wine;Demi-sec;<10
443117	Sparkling wine;Sparkling wine;Demi-sec;>=10
443118	Sparkling wine;Champagne;Extra brut;<30
443119	Sparkling wine;Champagne;Extra brut;30-39,99
443120	Sparkling wine;Champagne;Extra brut;40-49,99
443121	Sparkling wine;Champagne;Extra brut;50-99,99
443122	Sparkling wine;Champagne;Extra brut;>=100
443123	Sparkling wine;Champagne;Other
443124	Sparkling wine;Aromatised sparkling wine
443125	Sparkling wine;Fruit sparkling wine
444101	Rose wine;<=0,5 l bottle;Dry
444102	Rose wine;<=0,5 l bottle;Other
444103	Rose wine;dry
444104	Rose wine;medium dry

444105	Rose wine;medium sweet
444106	Rose wine;sweet
445101	BIB and other tap wine;Red wine;<20
445102	BIB and other tap wine;Red wine;20-24,99
445103	BIB and other tap wine;Red wine;25-26,99
445104	BIB and other tap wine;Red wine;27-29,99
445105	BIB and other tap wine;Red wine;>=30
445106	BIB and other tap wine;White wine;<20
445107	BIB and other tap wine;White wine;20-24,99
445108	BIB and other tap wine;White wine;25-26,99
445109	BIB and other tap wine;White wine;27-29,99
445110	BIB and other tap wine;White wine;>=30
445111	BIB and other tap wine;Other
446101	Dessert and fortified wine;Dessert wines
446102	Dessert and fortified wine;Madeira
446103	Dessert and fortified wine;Port
446104	Dessert and fortified wine;Sherry
446105	Dessert and fortified wine;Vermouth
446106	Dessert and fortified wine;Other fortified wines;<8
446107	Dessert and fortified wine;Other fortified wines;8-9,99
446108	Dessert and fortified wine;Other fortified wines;>=10
447101	Other;Fruit and aromatised wines
447102	Other;Sake
447103	Other;Mulled wine;mild
447104	Other;Mulled wine;fortified
611101	Vodka and spirit;Vodka;minibottle
611102	Vodka and spirit;Vodka;2dl
611103	Vodka and spirit;Vodka;35cl
611104	Vodka and spirit;Vodka;50cl
611105	Vodka and spirit;Vodka;>=70cl
611106	Vodka and spirit;Flavoured vodka
611107	Vodka and spirit;Spirits;2dl
611108	Vodka and spirit;Spirits;35cl
611109	Vodka and spirit;Spirits;50cl
611110	Vodka and spirit;Spirits;>=70cl
612101	Gin and other spirits;Gin
612102	Gin and other spirits;Genever
612103	Gin and other spirits;Akvavit
612104	Gin and other spirits;Anise distillate
612105	Gin and other spirits;Fruit distillate
612106	Gin and other spirits;Grappa
612107	Gin and other spirits;Tequila
612108	Gin and other spirits;Flavoured sprights
613101	Rum;Light;<=50cl
613102	Rum;Light;>=70cl
613103	Rum;Dark;<=50cl

613104	Rum;Dark;>=70cl
613105	Rum;Flavoured rum
613106	Rum;minibottle
614101	Cognac;VS;35cl
614102	Cognac;VS;50cl
614103	Cognac;VS;>=70cl
614104	Cognac;VSOP;35cl
614105	Cognac;VSOP;50cl
614106	Cognac;VSOP;>=70cl
614107	Cognac;XO;<=50cl
614108	Cognac;XO;>=70cl
614109	Cognac;minibottle
614110	Cognac;2dl
614111	Cognac;Other
615101	Armagnac and Calvados;Armagnac;<=50cl
615102	Armagnac and Calvados;Armagnac;>=70cl
615103	Armagnac and Calvados;Calvados;<=50cl
615104	Armagnac and Calvados;Calvados;>=70cl
616101	Brandy;2dl
616102	Brandy;35 and 50 cl
616103	Brandy;>=70cl
617101	Whisky;Malt;<=50cl
617102	Whisky;Malt;>=70cl
617103	Whisky;Blended;Scottish style;35cl
617104	Whisky;Blended;Scottish style;50cl
617105	Whisky;Blended;Scottish style;>=70cl
617106	Whisky;Blended;Other;<=50cl
617107	Whisky;Blended;Other;>=70cl
617108	Whisky;Straight-style
617109	Whisky;Other
617110	Whisky;Minibottle
617111	Whisky;2dl
618101	Liquor and Bitter;Berry liquors
618102	Liquor and Bitter;Fruit liquors
618103	Liquor and Bitter;Spiced liquors
618104	Liquor and Bitter;Herb liquors
618105	Liquor and Bitter;Cream liquors
618106	Liquor and Bitter;Coffee liquors
618107	Liquor and Bitter;Salmiac liquors
618108	Liquor and Bitter;Bitter liquors
618109	Liquor and Bitter;Grog bitter liquors

Trend in the number of general selection products

The trend in the number of products in the Alko price-list is shown in the table below from the year 2012 until 2016.

	2012	2013	2014	2015	2016
Number of products in the selection on 31 December	2.662	2.729	2.726	2.897	3.655
New products	807	768	719	755	1.086
Delisted products	698	691	760	626	587

PURCHASE PLAN SEARCH CATEGORIES AND SUBMITTING THE OFFERS

Main products (W, B and S)

Main products are within the scope of central allocation monitoring. In the product searches the distribution level and estimated demand (in litres) is announced. The distribution level for main products is based on the shop types for which the product is searched. The final shop types are defined when the product is purchased. The actual number of shops always depends on the number of shops within the shop type at a given time.

The distribution level indicated in the search is based on the anticipated demand, customer satisfaction and the ensemble of the assortment. New products will be included in the cyclic monitoring after the first full monitoring period following the listing of the product has elapsed. In practice, the distribution level (shop types) confirmed at the point of purchase will be guaranteed for approximately 10 to 14 months depending on the listing date of the product.

Distribution level in product search	Indicative description	Weighted distr. (sales)	Distribution level (no of stores)	Estimated range of store types				
wide plus	Very wide demand all over in Finland; widely all customer segments represented; product's profile is to be for everybody; price and familiar brands are heavily emphasized in buying behavior	appr. 85 - 90%	appr. 250 - 280	XS S M L XL XXL	basic norm plus	XS S M L XL XXL	basic norm plus	
wide	Wide demand; all customer segments; price and familiar brands are emphasized in buying behavior	appr. 75 - 85%	appr. 200 - 230	XS S M L XL XXL	basic norm plus	XS S M L XL XXL	basic norm plus	
mainstream	Demand largely in cities and bigger urban areas; consumers more willing to explore (modern customer segments); price/quality ratio and familiarity still counts	appr. 65 - 75%	appr. 160 - 180	XS S M L XL XXL	basic norm plus	XS S M L XL XXL	basic norm plus	
premium	Demand widely in cities; modern customer segments emphasized; hobbying and food needs emphasized	appr. 30 - 50%	appr. 60 - 100	XS S M L XL XXL	basic norm plus	XS S M L XL XXL	basic norm plus	XS S M L XL XXL
super premium	Demand in bigger cities; hobbying and food is needed as well as more valuable products are heavily emphasized	appr. 15 - 30%	appr. 15 - 45	XS S M L XL XXL	basic norm plus	XS S M L XL XXL	basic norm plus	

Please note!

- The segment "Beer; Ale; Bitter" contains the following sub-types: mild ale, bitter, ESB, pale ale, brown ale and ale.
- The segment "Beer; Ale; Bitter strong" contains the following beer types: amber, ale, IPA, Double IPA.
- The segmentation of long drinks is based on the taste and package. In addition, "LD; Ready to serve" is a segment of its own, as the cocktail type, strong beverages in bigger containers are an important group from the point of view of customer satisfaction.
- The segmentation of ciders is based on style aspects and main raw material/taste.

Wines

- The red and white wine segment is based on the bottle size, taste style and price.
- In the sparkling and rosé wines the basis for segmentation is bottle size, sweetness and price category. Different types of sparkling wines are additionally divided into sparkling wines, champagnes, aromatized and sparkling fruit wines.
- Bag-in-boxes and Other fortified wines have been segmented on the basis of price categories.

Strong beverages

- Strong beverages have been segmented by sub-categories according to beverage type and bottle size.
- In whiskies, the basis for segmentation is the production method and style. Several malt whiskies and grain whisky have been used in the blending of blended whiskies. The difference between the segmentation of Scottish-style whiskies and other blended whiskies is the use of smoked malt or smokiness in the aroma.
- In the segment of straight-style whiskies, the proportion of main raw material (corn, wheat, rye) in the mash is minimum 51 percent, and new casks have been used for the ageing.
- The segments of malt whiskies include whiskies made of 100 percent malted barley regardless of the origin. The segment "Whisky, Other" includes whiskies made with a different method than the earlier mentioned (e.g. single grain or pot still).

Seasonal products (K)

Detailed seasonal tender requests are published separately as additional tender requests on Alko's website.

Preliminary timetables of tender requests for seasonal products in the year 2018:

Tuoteryhmä	Search month (month/year)	Listing month (month/year)	End of season (week/year)
Game wine 2018	1/2018	8/2018	44/2018
Christmas beers 2018	2/2018	11/2018	52/2018
Winter beers 2018	2/2018	11/2018	8/2019
Christmas wine 2018	2/2018	10/2018	52/2018
Mulled wine 2018	2/2018	10/2018	52/2018
Easter beer 2019	5/2018	4/2019	19/2019
Craft beer and cider 2019	6/2018	1/2019	20/2019
Beaujolais Nouveau & Nouveau Villages 2018	8/2018	11/2018	According to demand
Summer sparklings and aromatized wines 2019	9/2018	4/2019	35/2019
Oktoberfest beers 2019	10/2018	9/2019	42/2019
Summer spirits 2019	10/2018	4/2019	35/2019
Summer rosés and white wines 2019	10/2018	4/2019	35/2019
Summer beers, ciders and long drinks 2019	11/2018	6/2019	33/2019

ADDITIONAL INFORMATION ON THE CONTENTS OF SEARCHES

Volume estimation

The search-specific volume estimation is indicative. It states the 12-month volume estimation that is made when the Purchase Plan is prepared.

Country of origin

Country, in which the alcoholic beverage is mainly manufactured or produced, is regarded as country of origin.

Country of origin of the brand/recipe

In brewery products and in spirits the country of origin means the country or region from which the product brand/recipe originates, or which the product is typically known for. If the country of manufacture is other than the country of origin of the brand/recipe, the country of manufacture must be indicated on the offer under additional information. The production plant in the country of manufacture must be indicated in the field reserved for that information.

Country of manufacture

The country in which the product has been manufactured. In this connection minor handling/processing of alcoholic beverage, such as bottling, filtering, inserting additives or diluting are not regarded as manufacture, as they do essentially change the quality of the beverage. Neither is blending of two liquids regarded as manufacture.

Protected designations of origin in Europe

EU regulation from 2009 concerns all wine producing member states. Alko is aware that there are new and old designations during the transition period. Even if both alternatives were not mentioned in our search texts, we accept either of them when they mean the same classification. In unclear cases the offeror should contact the product manager in charge.

Taste styles of wine

In the searches for red and white wines, such alternative taste styles matching with the search in question has been defined that has been analyzed to bring added value to Alko's selection. Taste typification is a way of making a customer-oriented classification of the wine assortment. It is based on the consumer and purchase behaviour researches carried out by Alko.

The product's taste style must remain unchanged at least throughout the offered vintage, and preferably even after the vintage changes. Additional information on the characterizing words and the body/sweetness of the different taste styles is available on Alko's website at www.alko.fi > For suppliers. The same descriptions have also been added to this Purchase Plan, see the separate attachment on the same page where this document is found at alko.fi.

At Alko the taste styles of the products are defined in a sensory evaluation, which guarantees the neutrality and uniform quality. As a backup for the definitions, the analyses of Alcohol Control Laboratory (ACL) are used. The products which are already included in our selection

are assessed following the normal quality control program and always when the vintage of the product changes.

Commercial aspects

When judging the commercial aspects, e.g. following features can be considered: price of the product, environmental aspects, taste profile, target group and appearance of the product.

Sustainable development and ethical trade

Environmental and ethical issues are important. Finnish consumers' positive attitude towards products supporting sustainable development, such as organic products and Ethical trade products, has grown. Alko wishes to increase the number of such products in the selection. The products that we now consider as ethical trade products are those having Fair Trade, Fair for Life or For Life certificate.

Product characteristics supporting sustainable development must be explained on the offer under additional information, and official certificates and/or testimonies must be sent, if requested by Alko.

Alko supports the environmentally-friendly aspect and therefore encourages the products to be added to the recycling system. Thus registration in the recycling system may be regarded as an advantage in searches of wide, wide+ and mainstream.

Weight of the product package is an essential part of the product's environmental load, and Alko is willing to encourage suppliers to use light-weight packages. Therefore several searches for e.g. wines include an indication that a light-weight package may be of advantage. The limit for a light-weight package (0.75-litre wine bottle) has been defined as 420 grams. To be regarded as an advantage, the weight of an empty bottle must be given on the offer under additional information.

Offeror and brand-specific limitation for the number of offers

The Purchase Plan may include some searches, where the number of offers has been limited to one per offeror or brand. Such searches have relatively wide search criteria. The limitation is therefore to ensure a diverse supply but maintain the amount of offers at a manageable level. By the offeror we mean the company selling the product to Alko or the representative for the product, indicated on the offer. By brand we mean all of the products within the same product family.

Modern, youthful style and appearance as an advantage

The Purchase Plan includes some searches in which "modern, youthful style and appearance will be advantageous" is included in the criteria. Regarding such searches a product with modern, youthful style and appearance is considered to bring added value to the selection since youthful adults has been recognized as an important target group to be focused on. The requirement is used when necessary to develop the diverse product assortment of good quality. The assessment of the requirement takes place within the sensory evaluation when the aspects providing additional value are evaluated.

Tender requests from which several products may be purchased

A criteria that several products may be purchased based on the particular search is included in some of the tender requests of the Purchase Plan. If the offered products, estimated volume and the product range as a whole so allow, several products may be purchased based on the search. In some of the tender requests the criteria has been further specified as different production areas or varieties or sub-types of beer or different price points. The aim is to purchase products that represent these different attributes and to prevent excessive overlapping.

Additional information on submitting offers is available in Alko's listing instructions "Listing procedure and retail sale of alcoholic beverages" at www.alko.fi/forsuppliers.