

SEASONAL GIFT BOXES FOR CHRISTMAS SEASON 2019

The offering process of the seasonal gift boxes for the Christmas season 2019 is the same as last year.

Technically offers will be made in Alko Partner network's Product change section, where the seasonal gift boxes have their own view. These offers must be made during period 15 April to 5 June 2019. Detailed information can be found below after the photo examples.

If your company does not yet use the Partner network, please contact in advance offer@alko.fi to get the user account.

Only wine or spirit category products that are in Alko's general selection can be offered in gift boxes with the limitations informed below.

The seasonal gift boxes will be available for Alko shops to order from 7 November to 19 December 2019. The seasonal gift boxes of sparkling wines and champagne make an exception to this, since they can be ordered until 27 December 2019. During this period the product in question will be distributed to each shop either in seasonal gift box or without the gift box depending on the shop's own choice.

The seasonal gift boxes will be available with their own individual product numbers in Alko Online shop from on 11 November 2019. The sale of the standard product without the gift box will continue normally during this period.

The material used for the gift box must be durable and of high quality and must look like a gift. It is also important that the appearance and the colour palette of the gift box is appropriate for the Finnish Christmas/New Year season.

Limits for Christmas season 2019

The seasonal gift boxes can be offered for the following product categories with the following price limits:

- red wines: retail price over 12 €
- white wines: retail price over 12 €
- rosé wines: retail price over 12 €
- sparkling wines: retail price over 12 €
- champagnes
- port, madeira and sherry
- vodkas
- cognacs
- calvados
- dark rums
- whiskies
- gins
- aquavits
- flavoured spirits
- liqueurs

The seasonal gift boxes are possible for the beverages sold in bottles.



Prices

The prices of the so called standard product (a product without a gift box) and its identical variant with the seasonal gift box must be the same. The price limitations informed above for wines are concerning retail prices valid from 4 June 2019.

If the price of the general selection product, which also has the seasonal gift box, changes on 1 October 2019, the offeror needs to inform also the new price for the product number of the seasonal gift box. The retail prices must be the same. Concerning the price limitations of over 12 euros for wines, the changed retail price must fulfill this rule onwards.

Gift box material

- A gift box may not be made of PVC and it may not contain any parts made of PVC.
- The wooden gift boxes should be possible to open without any tools.
- Using ecological materials is advisable.

There are no maximum height for the gift boxes. It is recommended that the height doesn't exceed 32 cm to make sure that it is easy to accommodate the bottle in its box on the shelf in all stores. The width of the gift box may reduce the number of product faces on the shelf place reserved for the product.

If the product has a wooden gift box, it should also have a transport package including several gift boxes.

EAN- and DUN-codes

The EAN code of the gift box must differ from the EAN code of the bottle inside the box. This way the sales of the gift boxes can be separated from the sales of the standard products.

The supplier has to inform also the EAN code of the gift box to Valvira (the National Supervisory Authority for Welfare and Health).

If the EAN code of the bottle inside the gift box differs from the EAN code of the standard product in Alko's general selection, which is registered in Palpa, also this new EAN code must be registered in Palpa.

The products in the seasonal gift boxes must also have a bar code for the transport package (so called DUN-code) that differs from the standard product. This code must be indicated together with the other information.

Package markings on the gift boxes

On the gift box must be found all the package markings required by legislation (e.g. the name of the product, alcoholic content by volume, content volume, allergy causing ingredients both in Finnish and Swedish). All the markings required by legislation must be found also on the label of the bottle, because the bottle may end up to the customer also without a gift box.

The package markings on the gift box will be checked from the distribution start-up sample, and if they do not meet the requirements, the gift box cannot be approved for distribution.

Product changes

If e.g. the vintage of the standard product will change during the beginning of June and the end of December 2019, please inform on the product change request on the additional information, that the product has a seasonal gift box and the change must be updated also to it. Please inform there also the product number of the gift box product and the date, when the product change is valid for the gift box.

It is recommended that the vintage of the seasonal gift box product will be the same during the whole delivery period.

Offering the seasonal gift boxes in the Partner network Product change section

An offer must be made in the Partner network's Product change section as a product change request during period **15 April to 5 June 2019**. Detailed information can be found below after the photo examples.

Please prepare to inform e.g. the following obligatory information (detailed instructions can be found further below):

- EAN code of the seasonal gift box (must be different than the EAN of the standard bottle)
- transport package code (DUN code) of the seasonal gift box (must be different than the DUN code of the standard product).
- number of sales units/transportation package
- measures and material of the seasonal gift box
- availability of the seasonal gift box (pcs)

A product image

An image of the product must be attached to the offer and the image has to be identical to the gift box offered because the initial acceptance/rejection of the gift boxes will be made based on the images.

In the image should be both the gift box and the bottle. The bottle in the image must be exactly the same as the product in Alko's general selection. If the combined image (a bottle with a gift box) is not available, then the image of the gift box must be attached to the offer.

The product image must meet the Alko's specifications, so that it can be used in the external communication on Alko's webpages. Detailed information on the image specifications can be found below.

If the product image does not meet the Alko's specifications, it must be good enough for the pre-approval. This image will be used also in the Alko's internal communication material for the Alko shops, which they use for estimating their needs for different gift boxes.

If an image meeting Alko's specifications is not sent along with the seasonal gift box offer, Alko will charge the supplier for this. The request for the gift box sample needed for the new image will be informed together with the provisional approval. The deadline for sending this image sample is 27 September 2019. This image sample of the gift box must have following information: Image sample and the Alko's product number of the gift box. The address for the image sample is the same as for the distribution start-up sample.

Dolly pallets

If the Alko's general selection product in a seasonal gift box has the right to be packed on a dolly pallet and the gift box variant is also wished to be offered this way, a separate offer must be made also for the seasonal gift box on a dolly pallet using the search number Dolly2019. On the dolly offer there must be indicated the Alko's product number of the seasonal gift box and the number of sales units per dolly pallet.

As will be informed in the Listing Procedure and Retail Sale of Alcoholic Beverages -leaflet June 2019, suppliers will be notified during weeks 27-28, which products have the required quantity to be supplied on a seasonal dolly pallet.

The deadline for the dolly offers of seasonal gift packs is 16 August 2019.

Approval, listing and distribution

1) Alko will either reject or provisionally approve the seasonal gift box requests by 17 June 2019 and will inform the offerors about it.

2) The final approval of the seasonal gift boxes will be made when a so-called distribution start-up sample has been delivered to us. NB! Only an empty box without the bottle. The Alko's product number of the gift box must be used as a reference.

Please send the samples to arrive by 1 November 2019, however not before 1 October 2019, to the following address:

ALKO INC./Posti Group
Tikkurilantie 148, Gate 1, doors D 18-21
FI-01530 VANTAA, FINLAND

The final gift box must correspond to the image, measures etc. earlier indicated on the offer, also when it comes to the quality of the material. The validity and the functioning of the EAN code will be also checked.

Alko reserves **the right to reject** the distribution start-up sample, if there is a distinct **difference in quality or in other attribute** as compared to the package that was approved on the basis of the offer, or if **the package markings are incomplete**.

The gift box will be released for distribution only after this last approval.

3) Seasonal gift boxes become available for Alko shop orders on Thursday 7 November 2019.

The shops can choose either the standard product or the one with the gift box. If one of the two sells out (standard product or gift box) a shop order must not be replaced with the other variant still in stock.

Only approved gift boxes may be distributed to Alko shops. The packages must be in its final form and assembled so that the shop personnel doesn't have to build or repair them.

4) The products will be presented in Alko's internal Christmas season 2019 information material. Seasonal gift boxes are available for Alko shop to order from 7 November to 19 December 2019, except for seasonal gift boxes of sparkling wines and champagne which can be ordered until 27 December 2019. The transport package (case) may contain only products in gift boxes or only standard-products without gift boxes.

The seasonal gift boxes will be available with their own individual product numbers in Alko Online shop from on 11 November 2019.

5) The Material Flow Control Centre (mok@alko.fi) has to be informed immediately if the Christmas season gift boxes run out before 19 December 2019 (sparkling wines before 27 Dec).

In addition, those suppliers that use extranet must to close the variant/product number in question using the extranet portal of product availability information, so that the Alko shops are unable to order the product.

Contact information of the product manager in charge of the gift boxes:

Alko Inc./Products and Purchasing
Mrs. Kirsi Erme
+358 20 711 5695
kirsi.erne@alko.fi

**INSTRUCTIONS FOR TAKING PHOTOS FOR THE SEASONAL GIFT BOXES
2019**

The image will be used in the Alko Online shop and also the products will be presented in Alko's internal information material of the Christmas season 2019, in which all the seasonal gift boxes are presented. By using this internal information material the Alko shops may choose the seasonal gift boxes they wish to order.

In the image should be both the gift box and the bottle. In case this is not possible, then only the image of the gift box. NB! The bottle in the image must be exactly the same as the product in Alko's general selection. Examples of the images can be found below.

Taking the picture

- The picture should only show one (1) fully assembled package with the bottle (only 1 bottle), which is exactly the same bottle as in Alko's general selection. In case there is no availability for the image with both the gift box and the bottle then the picture of the gift box must be included to the offer. There cannot be anything else in the photo.
- Place the package in the shot so that the front and a small amount of the left side is shown. The top shouldn't be shown. The bottle must be fully forward.
- In the case that you're taking pictures of several packages in the same session, it's best to use a tripod, so that the pictures will be as consistent as possible.
- Take the pictures near a window in clear daylight without a flash (if you can't use a studio).
- So that the natural colour tones are shown properly, it is best to turn off any artificial lights near where you're taking the photos.

Naming the picture

- Use Alko's six-digit product number as the name (123456.jpg) that the seasonal gift box is offered for.

Format for Alko product images:

- File format: JPG (Good quality PDF or PNG file may also be acceptable)
- Colour model: RGB
- Image resolution: 300 pixels/inch
- Picture background: pure white (R255 G255 B255), no other shades of colour, no other elements added.
- There should be only 'clipped' product against white background in the final image.
- The product must be in the picture in its entirety.
- Photo taken directly from the front, not from an upward or downward angle.
- The label of the product needs to be sharp and visible in its entirety for the text in the label to be readable in the image.

Image file size:

- min. 300 Kb (0.3 MB) max. 3000 Kb (3 MB), (the size can vary according to the size of the product, for example a small bottle vs. a bag-in-box)
- Bottle + gift package image file size can be over 3000 Kb (3 MB)
- The product in the image must equate to the actual appearance and natural surface of the unit for sale (no extra enhancing elements or reflections added, such as drops etc.)

Please see the examples of the pictures on the following pages.

Example product image 1.



Example product image 2.



User Guide to Partner Network for offering Seasonal gift boxes 2019

Login normally by using your company's user code. Select "+Product change" from the top. Write the name/product number of the product you wish to make the seasonal gift box change. Also select the "Seasonal gift box" –tick box.

+ OFFER + PRODUCT CHANGETESTI OY (Logout)FI EN

- HOME PAGE
- OFFERS
 - DISTRIBUTOR CHANGES
- PURCHASE PLAN
 - > **PRODUCT CHANGES**
 - CODE OF CONDUCT
 - ALKO.FI PURCHASE PLAN
 - CONTACT PERSONS
- ADDITIONAL INFORMATION:
WWW.ALKO.FI
- USER GUIDE

Product change

SELLER'S INFORMATION

Name*

Organisation

PRODUCT SPECIFICATIONS*

Product name

Season gift box

ALKO's product number

Fill in the following information:

- EAN code of the seasonal gift box (must be different than the EAN of the standard bottle)
- transport package code (DUN code) of the seasonal gift box (must be different than the DUN code of the standard product).
- number of sales units/transportation package
- measures of the seasonal gift box
- availability of the seasonal gift box (pcs)
- material of the gift box (e.g. wood, cardboard) to be written to the additional information field

Product name	Vintage
<input type="text" value="Test Wine"/>	<input type="text"/>
Producer	
<input type="text" value="Test Winery"/>	
Country of origin	Region
<input type="text" value="Chile"/>	<input type="text"/>
Alcohol content	Sales unit measurements*
<input type="text" value="13.5"/>	<input type="text" value="9"/> x <input type="text" value="30"/> x <input type="text" value="9"/> (width x height x depth)
Bottle closure type	Number of sales units/transportation package*
<input type="text" value="Metallinen kierrekapseli"/>	<input type="text" value="12"/>
EAN-code/Valvira-code	Transportation package code*
<input type="text" value="123456789123"/>	<input type="text" value=""/>
The sales unit has a gift box	EAN-code of a gift box*
<input checked="" type="checkbox"/> Yes	<input type="text" value=""/>
Availability of product in sales units*	
<input type="text" value=""/>	
Product deliverable from (date)*	Other change
<input type="text"/>	<input type="text"/>

Attache the product image as instructed using "+Add product image" –button.

Additional information

Attachments

+ Add attachment

+ Add product image * (2)

Send the finished product change request by using the “Send” –button.

Product change

Print

 Save as draft

 Send

Back