

SEASONAL PRODUCTS 2020

Alko is searching for the Christmas season 2020 mulled wines, glühwein, other mulled wine type of products, spirits and brewery products. More detailed information about the tenders you will find in the Excel-file.

Please take into consideration when offering: The product appearance must be suitable for the Christmas season.

An indicative minimum availability of the mulled wine product is included in each of the Christmas season 2020 tenders. That is a suggested and potential sales estimate based on the sales of the previous years. **However, it is not the final purchase quantity. For each purchased product, the sales estimate will be defined after the assortment of mulled wines and Glühweins for Christmas 2020 has been confirmed.** The distribution time of the products is mentioned on the Excel-file.

The price reductions of the seasonal products

The price reduction applies to all Christmas and winter season products, excluding spirits.

Since the demand of the Christmas and winter season products is timely restricted, the winter season products 2020 will be removed from selection after 24 December 2020. The products listed from these tenders **cannot be transferred to a general or sales-to-order selection after season.** This will make it possible for the suppliers to offer the products with a Christmassy design.

The products are not allowed to be distributed to shops after 24 December 2020. The products distributed to shops before Christmas will be sold using the price reduction system. The prices will be reduced only once and straight to 0-margin price on 28 December 2020.

In products containing more than 5,5% alcohol, half of the lost margin is compensated by the supplier based on the amount Alko has in storage and in stores on 28 December 2020. From the products containing maximum 5,5% alcohol, the supplier will compensate a relative share of the purchasing price, which corresponds about a half of the reduced margin. We will send an estimation of what the price would be after the price reduction and what the relative share will be. These will be calculated with the tax information of that time. These estimations of reduced prices will be sent before the final purchase decision for the supplier to confirm.

The distribution time of the product that will be selected from the tender KW200211 lasts till the end of March. The price of that product will be reduced straight to 0-margin at the beginning of April.

