

# Selection Plan

**1/2021**

**Search months: July – October 2020**

**Listing months: December 2020 – March 2021**



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The tenders of Selection Plan include a tender-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 and in the seasonal 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. The specialties published in the Selection Plan are allocated to the premium and specialist stores.

### 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.

		Demand profile		
Size class		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

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
271201	Beer; Lager & Pils; maximum 4,7 %
271202	Beer; Lager & Pils; 4,8-5,5 %; multipack

271203	Beer;Lager & Pils;4,8-5,5 %;<=0,4
271204	Beer;Lager & Pils;4,8-5,5 %;>0,4
271205	Beer;Lager & Pils;over 5,5 %
271206	Beer;Dark lager;maximum 5,5 %
271207	Beer;Strong & Dark lager;over 5,5 %;Multipack
271208	Beer;Strong & Dark lager;over 5,5 %;>0,4 plo
271209	Beer;Strong & Dark lager;over 5,5 %;>0,4 tlk
271210	Beer;Strong & Dark lager;over 5,5 %;<=0,4
271211	Beer;Strong lager;over 5,5 %;Other
271212	Beer;Wheat beer;maximum 5,5 %;Hefeweizen
271213	Beer;Wheat beer;maximum 5,5 %;Other
271214	Beer;Wheat beer;over 5,5 %
271215	Beer;Ale;maximum 5,5 %
271216	Beer;Ale;over 5,5 %;Ale
271217	Beer;Ale;over 5,5 %;IPA
271218	Beer;Ale;over 5,5 %;Monastery
271219	Beer;Ale;over 5,5 %;Other
271220	Beer;Stout & porter;maximum 5,5 %
271221	Beer;Stout & porter;over 5,5 %;Porter
271222	Beer;Stout & porter;over 5,5 %;Stout
271223	Beer;Specialty;maximum 5,5 %
271224	Beer;Specialty;over 5,5 %
272201	Mixed drinks;maximum 5,5 %;LD grapefruit
272202	Mixed drinks;over 5,5 %;LD grapefruit
272203	Mixed drinks;maximum 5,5 %;LD other taste styles
272204	Mixed drinks;over 5,5 %;LD other taste styles
272205	Mixed drinks;maximum 5,5 %;Ready drinks
272206	Mixed drinks;over 5,5 %;Ready drinks
273201	Cider;maximum 5,5 %;Apple
273202	Cider;over 5,5 %;Apple
273203	Cider;maximum 5,5 %;Other
273204	Cider;over 5,5 %;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
441139	Red wine;luscious & jammy;<8
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
441138	Red wine;nuanced & developed;<10
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
441136	Red wine;robust & powerful;<12
441137	Red wine;robust & powerful;12-14,99
441133	Red wine;robust & powerful;15-17,49
441134	Red wine;robust & powerful;17,50-19,99
441135	Red wine;robust & powerful;>=20
441140	Red wine;Carton package;>0,5l
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
442136	White wine;crisp & fruity;<8
442114	White wine;crisp & fruity;8-8,99
442115	White wine;crisp & fruity;9-9,99
442131	White wine;crisp & fruity;10-11,99
442132	White wine;crisp & fruity;12-14,99
442133	White wine;crisp & fruity;15-19,99
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
442134	White wine;generous & toasty;<12
442135	White wine;generous & toasty;12-14,99
442129	White wine;generous & toasty;15-19,99
442130	White wine;generous & toasty;>=20
442137	White wine;Carton package;>0,5l
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
443126	Sparkling wine;Extra brut;<10
443109	Sparkling wine;Sparkling wine;Extra brut;10-14,99
443110	Sparkling wine;Sparkling wine;Extra brut;>=15
443127	Sparkling wine;Extra sec & Sec;<10
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
443128	Sparkling wine;Sparkling wine;Rosé sparkling wine;<12
443129	Sparkling wine;Sparkling wine;Rosé sparkling wine;>=12
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
443130	Sparkling wine;Champagne;Rosé champagne
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
444107	Rose wine;Carton package;>0,5l
445114	BIB and other tap wine;Red wine;>1,5l;<25
445115	BIB and other tap wine;Red wine;>1,5l;25-27,99
445116	BIB and other tap wine;Red wine;>1,5l;28-29,99
445117	BIB and other tap wine;Red wine;>1,5l;30-32,99

445118	BIB and other tap wine;Red wine;>1,5l;33-35,99
445119	BIB and other tap wine;Red wine;>1,5l;>=36
445124	BIB and other tap wine;Red wine;<=1,5l
445120	BIB and other tap wine;White wine;>1,5l;<25
445112	BIB and other tap wine;White wine;>1,5l;25-27,99
445113	BIB and other tap wine;White wine;>1,5l;28-29,99
445121	BIB and other tap wine;White wine;>1,5l;30-32,99
445122	BIB and other tap wine;White wine;>1,5l;33-35,99
445123	BIB and other tap wine;White wine;>1,5l;>=36
445125	BIB and other tap wine;White wine;<=1,5l
445111	BIB and other tap wine;Other
445126	BIB and other tap wine;Other;<=1,5l
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
447105	Other;Carton package;>0,5l
447106	Other;Wine based drinks & Other wines;maximum 5,5 %
611101	Vodka and spirit;Vodka;minibottle
611102	Vodka and spirit;Vodka;2dl
611103	Vodka and spirit;Vodka;35cl
611104	Vodka and spirit;Vodka;50cl
611111	Vodka and spirit;Vodka;>=70cl;<23
611112	Vodka and spirit;Vodka;>=70cl;>=23
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
612109	Gin and other spirits;Gin;<30
612110	Gin and other spirits;Gin;>=30
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 spirits



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
615105	Armagnac and Calvados;Armagnac
615106	Armagnac and Calvados;Calvados
616101	Brandy;2dl
616102	Brandy;35 and 50 cl
616104	Brandy;>=70cl;<23
616105	Brandy;>=70cl;>=23
617101	Whisky;Malt;<=50cl
617112	Whisky;Malt;>=70cl;<60
617113	Whisky;Malt;>=70cl;>=60
617103	Whisky;Blended;Scottish style;35cl
617104	Whisky;Blended;Scottish style;50cl
617114	Whisky;Blended;Scottish style;>=70cl;<28
617115	Whisky;Blended;Scottish style;>=70cl;>=28
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

## Search criteria and product segments

The search criteria cover the information according to which the segment or possible segments are verifiable for the offered product:

### Brewery products

- The beer segment is defined by the alcohol content, main type, sub-type and the package. In lager and pils products with under 4.7 percent of alcohol form a segment of their own, since they have an important service role. For pricing logic reasons, the products with maximum 5.5 percent of alcohol and the products with over 5.5 percent of alcohol are never requested in the same tender request.
- In the search criteria for beer, beer type and, when needed, also the sub-type is indicated. Beer type and their sub-types are in the table below.

Lager	Dark Lager	Pils	Strong Lager	Wheat beer	Ale	Stout & porter	Speciality
Non-alcoholic	Dark lager	Pils	Strong lager	Wheat beer	Mild ale	Porter	Speciality
Light	Dunkel	Imperial pils	Maibock	Witbier	Bitter	Imperial porter	Lambic
Pale	Black beer		Bock	Kristallweizen	ESB	Stout	Fruit beer
Lager			Doppelbock	Hefeweizen	Pale ale	Dry stout	Gueuze
Continental			Eisbock	Dunkelweizen	Brown ale	Sweet stout	Faro
Helles				Weizenbock	Ale	Oatmeal stout	Spiced beer
Dortmunder				Wheat ale	Amber Ale	Imperial stout	Saison
Wiener					IPA		Sour ale
Oktoberfest					Double IPA		Biere de garde
Märzen					Old ale		Alt
					Strong ale		Kölsch
					Golden ale		Trappist
					Monastery beer		Barley wine
							Steinbier
							Steam beer
							Rye beer
							Smoke beer
							Home-brew beer
							Berliner Weisse
							Mead
							Kellerbier

### Please note!

- The segment “Beer;Ale;over 5.5%;Ale” contains the following sub-types: mild ale, bitter, ESB, brown ale and ale.
- The segment “Beer;Ale;over 5.5%;IPA” contains the following beer types: IPA, Double IPA, Pale ale
- Mixed drinks are segmented based on the alcohol content by sub-product groups.
- The segmentation of ciders is based on the alcohol content 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, bottle size and price, when needed.
- 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).

## PURCHASE PLAN SEARCH CATEGORIES AND SUBMITTING THE OFFERS

### Main products of the general selection (W, B and S)

Main products are within the scope of central allocation monitoring. In the tenders 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 tender 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.

### Service products of the general selection (P)

The role of service products is to ensure a diverse and representative general selection. Products that have now a low demand but are considered to be an important part of the selection as a whole can be sought for as service products. As other new general selection products, service products will have the minimum coverage for 10-14 months as communicated in tender and specified when purchased. After that the product will have coverage according the cyclic monitoring.

### Shop coverages

A new product will have the minimum coverage for 10-14 months as communicated in tender and specified when purchased. The used coverage levels are presented in the table:

Distribution level	Indicative description	Weighted distribution (sales)	Shop coverage	Estimated range of store profiles					
wide plus	Very wide demand all over Finland. All customer segments are widely represented. Product's profile suits widely all tastes and preferences. Price and brand familiarity are core purchase criteria.	~ 70 - 90%	~ 250 - 280	XS S M L XL XXL	basic norm plus	XS S M L XL XXL	basic norm plus	67 % 279	88 % 272
wide	Wide demand, all customer segments. Price / quality ratio and familiarity are relevant purchase criteria.	~ 55 - 70%	~ 150 - 190	XS S M L XL XXL	basic norm plus	XS S M L XL XXL	basic norm plus	67 % 155	56 % 177
mainstream	Demand strong both in cities and rural areas. In customer segments traditional and social customer types are emphasized. Price and brand familiarity are important purchase criteria.	~ 30 - 45%	~ 100 - 160	XS S M L XL XXL	basic norm plus	XS S M L XL XXL	basic norm plus	40 % 99	26 % 158
premium	Demand widely in cities. Modern customer segments are emphasized. Drink enthusiasm and food pairing are emphasized.	~ 30 - 45%	~ 60 - 80	XS S M L XL XXL	basic norm plus	XS S M L XL XXL	basic norm plus	28 % 63	36 % 72
super premium	Demand in bigger cities. Drink enthusiasm and food pairing are emphasized. More valuable products are emphasized.	~ 15 - 25%	~ 20 - 40	XS S M L XL XXL	basic norm plus	XS S M L XL XXL	basic norm plus	19 % 33	11 % 19
Service	Still relatively low demand, but product brings additional value and broadness to selection.	~ 15 - 20%	~ 25 - 35	XS S M L XL XXL	basic norm plus	XS S M L XL XXL	basic norm plus	15 % 32	15 % 26

## Seasonal products (K)

The products in the seasonal selection are purchased for a specific season based on the particular demand of the season.

Products in the seasonal selection are allocated to shops with a two layer model, where one part of the products are allocated to the assortment of almost every shop, and another part is in the assortment of the larger shops. The shops have a right to take seasonal products in their assortment outside the central allocation model as optional products. The estimated demand (in litres) is based on the planned shop coverage.

Preliminary plan for seasonal products:

Product group	Search month (month/year)	Listing month (month/year)	End of season (week/year)
Christmas beers 2, 2020	5/2020	11/2020	8/2021
Beaujolais Nouveau & Villages Nouveau 2020	5/2020	11/2020	depends on demand
Summer sparklings and aromatized wines 2021	9/2020	3/2021	34/2021
Summer spirits 2021	9/2020	3/2021	34/2021
Summer rosés and white wines 2021	9/2020	3/2021	34/2021
Summer beers, ciders and long drinks 2021	9/2020	5/2021	34/2021
Oktoberfest beers 2021	9/2020	8/2021	depends on demand
Christmas wines 2021	2/2021	9/2021	51/2021
Mulled wines 2021	2/2021	9/2021	51/2021
Christmas beers 1, 2021	2/2021	10/2021	51/2021

More information on selection types and submitting offers can be found [in the Listing instructions “Listing procedure and retail sale of alcoholic beverages”](#).

## Specialties (SW, SB, SS, SF)

Alko is listing a selection of specialties monthly. The specialties are enriching Alko's product selection and are top class products especially for the enthusiasts who are interested in drinks and combining food and drinks.

The monthly listed specialties consist of two different entireties: larger specialties and smaller specialties. The larger specialties have a wider demand and availability. The smaller specialties are top class products especially for the enthusiasts. The tenders of the larger specialties are published as a part of the Selection Plan. [The instructions for offering smaller specialties](#) can be found on Alko's webpage.

Sale of products begins normally on the first Thursday of the month. Delivery starting date to the shops is Monday one week before the sale of the product begins. The offers must be valid minimum till the end of the month when the sale has begun.

The larger specialties are in the selection and ordered by Alko shops for a four-month period from the date of listing (specialty period). It is important that the supplier ensures sufficient availability for the entire period.

A product specific demand estimation is announced in the tender for the four-month specialty period. When the product is purchased, Alko will review the estimated demand and state the estimated initial channel fill quantity. The initial channel fill quantity means the estimated demand during the first month, which will be ordered either in one or several delivery batches. During the specialty period Alko shops are replenishing the products according to sales. The products are centrally allocated to the premium and specialist stores. For local stores the products are optional.

When offering a specialty product, the analysis values of the product need to be informed and measured according to each product group's specifications. The analysis certificate needs to be attached to the offer form. More information is available in [the Listing instructions](#), Annex 6.

If the analysis certificate is not available, the analysis of the product is made in Alko with offeror's expense. The product is analyzed if it passes the sensory evaluation and proceeds in the listing process. [The price list of analysis expenses in ACL](#) is on webpages.

The product's availability needs to be announced always in the specialty offer. Alko can choose not to buy a product if the announced availability is smaller than the estimated demand in the tender. If more than one company offers the same specialty product, Alko buys the product of the lowest price considering the product's estimated demand and availability.

### **Delivery starting samples**

Delivery starting samples for specialties are not required from suppliers. Quality control will check delivery samples on the first products delivered to the shops before sales begin. Product quality, label marks and also that the products have been delivered to the shops on time are verified.

### **Product images**

Alko will take photo images of the samples of the selected products.

### **Product marketing information to support Alko's personnel in customer service**

The products' marketing information to the support of customer service situations should be entered in the Partner Network. This is important for the specialties, which are introduced for customers by specialty themes. The target customers for the specialties are usually beverage enthusiasts.

## ADDITIONAL INFORMATION ON THE CONTENTS OF TENDERS

### Estimation demand

The tender-specific estimation demand is indicative. In the general selection's tender, it states the 12-month volume estimation in litres that is made when the Selection Plan is prepared. For the seasonal products and specialties, the estimated demand is an estimation of season's or specialty period's demand based on allocation coverage.

### 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 tenders for red and white wines, such alternative taste styles matching with the tender 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 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.

## Responsibility

Responsibility is important for Alko. When customers are making the purchase decision, the responsibility is nowadays even more important part of it. In the Selection Plan's criterion, features concerning responsibility are represented widely.

Product feature enabling 'Alko's Green choice -symbol' will principally be advantageous in the tenders. All other green choice features are taken here into account except 'natural wine'. Alko will search natural wines as additional tender requests. In addition, tenders from so-called risk countries (amfori/Alko), an ethical trade product will be advantageous. In addition, certain responsibility feature can be emphasized; either highlighted it as a value-added factor or by using it as so-called mandatory criterion. Also, 'Registration in the recycling system' will widely be advantageous in the tenders, because Alko is encouraging to register product to the recycling system and supporting environmental aspect by doing so.

Topical information features enabling 'Green choice -symbol' and 'Ethical trade -symbol' will be seen in Alko's website at each time.

Product features supporting responsibility must be indicated on the offer in the field reserved for this information.

When selecting and evaluating the products, additional value will be given for the products which have features concerning responsibility listed above.

## Offeror and brand-specific limitation for the number of offers

The Selection Plan may include some tenders, where the number of offers has been limited to one per offeror or brand. Such tenders 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 Selection Plan includes some tenders in which "modern, youthful style and appearance will be advantageous" is included in the criteria. Regarding such tenders 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 criterion that several products may be purchased based on the particular search is included in some of the tender requests of the Selection 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 have 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"](#).

## Tender cluster in the specialties

Tenders have been grouped into customer-oriented clusters. The clusters are based on the estimated customer need and the attractiveness of the entirety. The number of products requested per cluster varies. The names of the clusters help the suppliers to understand what kind of customer-based need the cluster is serving.