

MORE SPECIFIED INSTRUCTIONS FOR OFFERING SMALLER SPECIALTIES AND PRELIMINARY SCHEDULE

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, whose availability or demand is limited. As a general principle, products are available to customers starting always on a same day of the month with larger specialties.

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.

Smaller specialties products are primarily guided to Arkadia flagship store, to Alko Online shop and according to demand to the biggest Alko shops. Therefore, in an offer should indicate the maximum availability of a product.

Tender requests and offering procedure

Smaller specialties products can be offered to Alko anytime. The products offered must be:

- high profile products for enthusiasts,
- limited demand products or limited availability products targeted for specific group, and/or
- esteemed representatives of the style

Small batches indicative maximum limits per product group:

- Wines: In principle, priced over €30/0,75l, amount to be purchased maximum 480 bottles.
- Spirits: In principle, priced over €60/0,7l, amount to be purchased maximum 240 bottles.
- Brewery products: In principle, amount to be purchased maximum 1,000 bottles.
- Intermediate products: In principle, priced over €50/0,75l, amount to be purchased maximum 240 bottles.

Offers of smaller specialties are dealt monthly. Preliminary decisions of listing and request for samples is sent for the offers that are, at each time, the best products responding to customer needs.



Participation in tender requests

Products for smaller specialties can be offered by using annually changing search numbers. In year 2021 search numbers are:

SSW2021 – wines
 SSS2021 – spirits
 SSB2021 – brewery products
 SSF2021 – intermediate products

On the offer, there must be arguments to the suitability to the concept and sales arguments for store personnel (max. 500 characters).

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.

The product's availability needs to be announced always in the specialty offer. The same product cannot be taken into the selections from more than one seller at a time. If more than one company offers the same specialty product, Alko can buy the product of the lowest price considering the product's estimated demand and availability.

Product images

For smaller specialties products, a product image according to requirements listed below must be attached to the offer. The product's image can be put in the field reserved for it or, alternatively, in a separate attachment. The image quality must be readable and clear. An image that is delivered electronically must be as an attachment in the jpg, pdf or Power Point -format. An image submitted in the wrong format or file size may delay the scheduled listing time for the product.

Format for Alko product images:

- File format: JPG, PDF, PNG or TIFF
- File size: max. 3000 Kb (3 MB)
- Picture background: pure white (R255 G255 B255), no other shades of colour, no other elements added.
- Image resolution: recommendation 300 pixels/inch
- There should be only 'clipped' product against white background in the final image.
- The product must be in the image 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.
- The product image has to be identical with the unit for sale.
- Separate objects, like neck hangers, are forbidden.
- Extra enhancing elements or reflections added, such as drops etc., are forbidden.

Selecting and listing products

Offers are evaluated monthly. Samples are asked for offers which bring added value for the selection. The purchase decision of the specialty product generally takes place one (1) month after the preliminary purchase decision. The listing of the product generally takes place after 1-6 months from the purchase decision of the product. The timing of listing is affected by the product's delivery term, availability time and demand. The specialty products are generally listed once per month.

Bordeaux " en primeurs" procedure

Procedure for purchasing Bordeaux "en primeurs" super-premium wines follows mainly the smaller specialties procedure. A jury of experts visits annually at the en primeurs -event and evaluate products of the vintage. The jury of smaller specialties decides the complete selection of en primeurs and the listing dates. Products will be listed to the specialty's selection according to this plan.