

SEASONAL GIFT BOXES FOR THE CHRISTMAS SEASON 2016

Please send us a seasonal gift box offer on Alko's Partner Network. Remember to use the search number L2016. If your company does not use the Partner Network, you must make an offer for a seasonal gift box using Alko's paper offer form, as before. Only wine or spirit category products that are in Alko's general selection can be offered in gift boxes. The seasonal gift boxes are available for Alko shops to order from 14 November to 21 December 2016. Sparkling wines make an exception to this since they can be ordered until 29 December 2016. During this period the product in question will be distributed in seasonal gift boxes or without the gift box depending on the shop's own choice.

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 color palette of the gift box is appropriate for the Finnish Christmas/New Year season.

Limits for 2016

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

- red wine: retail price over 10 €
- white wine: retail price over 10 €
- sparkling wine: retail price over 10 €
- champagne
- port, madeira and sherry
- cognac
- dark rum
- whisky
- gin
- flavoured spirit
- liqueurs

Gift boxes are possible for beverages sold in bottles. There are no maximum height for the gift boxes, but 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.

Gift box material

- Gift boxes for wine must be made of wood, cardboard or textile.
- A gift box may not be made of PVC and it may not contain any parts made of PVC.
- Using ecological gift boxes may be advantageous in all product categories.



EAN 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 normal bottle.

The products in seasonal gift boxes must also have a bar code for the transport package (so called DUN-code) that differs from the normal product. This code must be indicated on the offer or it has to be informed to the Material Flow Control Centre (mok@alko.fi) before the distribution starts at the latest.

Offering and distribution of seasonal gift boxes

- 1) **An offer** form must be filled in on the Partner Network or sent on paper offer form to the product manager in charge of gift boxes. You can send your offers to us **15 April – 1 June 2016**. Remember to use **search number L2016**.

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.

As Alko does not take photos of the gift boxes, you must ensure the images are of good quality, so that the quality is sufficient for Alko's internal communications. The photos must also be printable. Instructions to take the pictures are in the end of this document.

The following information must be indicated on the offer under additional information:

- Alko's product number, to which the gift box is offered
 - Name of the product (as written in Alko price list)
 - EAN code for the seasonal gift box; the code must be indicated in the EAN code box
 - DUN code for the seasonal gift box; the code must be indicated in the DUN code box
 - Number of sales units/transportation package; this must be indicated in the box defined for it
 - Measures and material of the seasonal gift box
 - Availability of the seasonal gift box (pcs)
 - If the seasonal gift box can be offered to be packed on a dolly pallet and it is wished to be offered this way, an additional and separate offer must be made also for the seasonal gift box on a dolly pallet
 - Offers must be valid till at least 31 December 2016.
- 2) Alko will either **reject or provisionally approve** the seasonal gift box requests by **15 June 2016** and informs the offerers about it.
 - 3) 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.**

Please send the samples to arrive by **9 November 2016**, however not before 1 October 2016, to the following address:

ALKO INC./Itella Logistics
Tikkurilantie 148, Gate 1, doors D 18–21
FI-01530 VANTAA, FINLAND

The final gift box must correspond to the picture, measures etc. earlier indicated on 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 as compared to the package which was approved on the basis of the seasonal gift box offer L2016.

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

4) **Seasonal gift boxes become available for Alko shop orders on Monday 14 November 2016.**

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.

5) The products will be presented in Alko's internal information material during the Christmas season 2016. **Seasonal gift boxes are available for Alko shop to order 14 November – 21 December 2016, except for seasonal gift boxes of sparkling wines which can be ordered until 29 December 2016.**

The transport package (case) may contain only products in gift boxes or only normal products without gift boxes.

6) The Material Flow Control Centre (mok@alko.fi) has to be informed immediately if the Christmas season gift boxes run out before 21 December 2016.

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
Ms Anu Hedman
Salmisaarenaukio 1, Box 33 00181
Helsinki, FINLAND telephone
+358 20 711 5293
anu.hedman@alko.fi

INSTRUCTIONS FOR TAKING PHOTOS

The products will be presented in Alko's internal information material of the Christmas season 2016, in which all the seasonal gift boxes are presented. Using the pictures in the material, the Alko shops may choose the seasonal gift boxes they wish to order.

Taking the picture

- The picture should only show one fully assembled package without the bottle or other properties.
- 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.
- 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 six-digit product number as the name (123456.jpg)

Format for Alko product images

- File format: jpg
- Colour model: RGB
- Image resolution: 300 pixels/inch
- Picture background: pure white (R255 G255 B255), no other shades of colour, no other elements added
- 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)
 - The product in the picture must equate to the shape and design of the unit for sale (no extra enhancing elements or reflections added)

Please see an example of the picture on the next page!

Example picture:

