Launch plan 2010

Systembolaget product range strategy and the launches for 2010.

SYSTEM BOLAGET

A customer-oriented product range

We have made a number of changes to the Launch Plan, the biggest being that we are now covering the whole year, with details of all fixed launches in 2010.

The content has also been structured a little differently, starting with consumer and sales trends before progressing to the actual launches. This has been done to clarify our strategic work with the range compilation and purchasing process, and will hopefully give suppliers a clearer picture of how Systembolaget plans the launches forming the basis for its tender requests.

As in previous years, the environment continues to be in focus in structuring the range. Customers are increasingly purchasing organic products. Systembolaget aims to have 100 organic items in the fixed range by 2010 (65 today), the long term goal being to have organic products represented in every category. We are also keen to see existing products switch to organic production or more environmentally-friendly packaging, such as PET bottles, wine in bags or lighter glass bottles.

Systembolaget continues to promote healthy drinking habits by stocking a greater number of smaller sized packages and launching more items with lower alcohol content in its range. We would be happy to see existing bag-in-box products switch to packaging with level indicators.

To better meet customer demand as of 2010, temporary new items will be launched five times a year instead of the eight monthly launches we have now. This will mean items stay in stores longer – for between three to four months – a development we know many customers will appreciate. Exclusive launches in modules T5-T8 will continue to be launched on a monthly basis, ten times a year.

At Systembolaget, we are delighted to see our range consistently score highly in customer surveys. However, much credit is due to our suppliers, who contribute to the quality, breadth and depth of our range, so appreciated by our customers. Thanks for helping us making the product range a success.

Contents

The role of Systembolaget

There is one reason for the existence of Systembolaget: alcohol-related problems decrease if alcohol is sold without retail profit interests.

Our business concept

To sell alcoholic beverages and lead the way in promoting a healthy drinking culture. We should exceed customer expectations through the continuous development of our product range, our expertise, service and responsibilities.

What sets us apart

We do not seek to maximise profits and do not pursue sales. We are brand-neutral, and do not favour or discriminate against suppliers or individual products.

Our vision

The creation of a healthy drinking culture, in which everyone can enjoy our beverages without doing harm to themselves or others.

Contact details

Purchasing manager

Sara Norell, +46 (0)8-503 325 60
sara.norell@systembolaget.se

Category managers

Questions about the product range structure (categories and segments, modules and positions), evaluations and availability, should be directed to the category managers.

Group email
kategoriansvariga@systembolaget.se

Sara Gillerlöv
+46 (0)8-503 325 63
sara.gillerlov@systembolaget.se

Lotta Holfve
+46 (0)8-503 326 94
lotta.holfve@systembolaget.se

Jonas Röjerman
+46 (0)8-503 311 58
jonas.rojerman@systembolaget.se

Monika af Ekenstam
+46 (0)8-503 325 69
monika.afekenstam@systembolaget.se

Purchasers

Please see the *Leveransen* website for current division of origins.

Group manager:
Fredrik Arenander, +46 (0)8-503 301 27
fredrik.arenander@systembolaget.se

Anders Barrén (temporary), +46 (0)8-503 311 25
anders.barren@systembolaget.se

David Benge, +46 (0)8-503 303 87
david.benge@systembolaget.se

Sebastian Braun, +46 (0)8-503 325 82
sebastian.braun@systembolaget.se

Magnus Eklöf, +46 (0)8-503 326 31
magnus.eklof@systembolaget.se

Dan Ihrelius, +46 (0)8-503 325 83
dan.ihrelius@systembolaget.se

David Jean, +46 (0)8-503 303 95
david.jean@systembolaget.se

Maria Laurila, +46 (0)8-503 303 86
maria.laurila@systembolaget.se

Magnus Lindblom, +46 (0)8-503 325 85
magnus.lindblom@systembolaget.se

Mats Olauson, +46 (0)8-503 325 71
mats.olauson@systembolaget.se

Gad Pettersson, +46 (0)8-503 325 68
gad.pettersson@systembolaget.se

Anna Rosenberg, +46 (0)8-503 325 56
anna.rosenberg@systembolaget.se
(On parental leave)

Structuring the product range

This new version of the Launch Plan gives us the opportunity to clarify the processes involved in structuring the Systembolaget range, thus facilitating cooperation between suppliers and producers. In this section, our intention is to describe how we collect information, plan our launches and formulate tender requests.

Our overarching aim is that the Swedish people should want to retain the Systembolaget sales monopoly and view us as a leading retail chain. One step towards achieving this is the creation of a range which satisfies the nation's need for breadth and diversity, an undertaking with many parameters to consider.

In order to create a good product range, we need to collate and analyse information about the world around us in terms of customer needs and changes in market- and sales trends. After analysing these factors, we compile an annual strategic framework for the range.

Based on this framework, the category managers formulate a long term category strategy which is updated annually to keep it current. The category strategy describes how Systembolaget structures the range and ensures work is carried out in a uniform manner for all categories, with a view to meeting the objectives stipulated by the strategic framework.

The category strategy is given more substance as each category manager creates an action plan for their respective categories, specifying details of how these will be managed in the year ahead. Read more about our work with category strategy and action plans on page 23.

Structuring the product range

Overall product range goal = Satisfied customer
Product range focus areas: quality, profitability, inspiration, consideration, expertise and efficiency

Preconditions

Customer insights
- Customer Satisfaction Index survey
- Other customer surveys
- Consumer segmentation

Outside world
- Trends in: politics, economy, marketing, social changes, technology, product development, environmental issues, and CSR

Sales trends

Framework
- Product range strategy
- Product range model
- Category roles

Decision

Category strategy

Category action plan

- Range classification
- Segment structure
- Contribution margin limit
- Module positions
- Extra positions
- Free cataloguing
- Price category
- Product launches
- Product display

Market trends

Politics, legislation and public opinion

Increased interest in reducing alcohol consumption in Europe
Awareness and debate about the negative aspects of alcohol is growing in many European countries. In tandem with increased alcohol consumption and its related side-effects, Europeans are also increasingly interested in ways of reducing these problems, primarily through information initiatives and restrictions on certain types of alcohol sales and marketing, for example free drinks in bars.

Alcohol taxes are far less widely employed as a regulating measure, partly to preserve the interests of national alcohol industries and partly because of tax-free imports within the EU. The European parliament has voted in favour of halving the quantity of allowed imports, but can only advise on tax policies.

Increased demand for international alcohol regulation
The World Health Organisation (WHO) is drafting a global strategy, largely initiated by Sweden and the other Nordic countries, to reduce the negative impact of alcohol on health.[1] In August 2008, the WHO Commission on Social Determinants of Health submitted its report, "Closing the gap in a generation", which discusses the importance of health equity, and addresses the issue of alcohol, for example, in relation to international trade agreements.[2]

Strong support for the Swedish alcohol monopoly
During the first decade of the new millennium, public opinion towards restrictive alcohol policies has steadily become more positive. Support for the alcohol monopoly increased from 49 percent in 2001 to 63 percent in 2008, women being somewhat more in favour than men. Support for the monopoly is also greater among the young (15–29) and the old (65+) and also in the north of Sweden. Approximately two thirds of those surveyed stated sales regulation and public health as reasons for why the monopoly should be retained.[3]

Economics and marketing

Recession to worsen during 2009
Sweden, like the rest of the world, finds itself in a recession. After a strong 2007, the start of 2008 saw Swedish BNP tapering off, followed by a trend of negative growth in the subsequent three quarters of the year.[4] All market indicators point to a deepening of the recession in 2009, the likes of which have not been seen in Sweden since the beginning of the 1990s. For the USA and Europe, which have been harder hit, the situation has been compared to that of the economic crisis of the 1930s and WWII.

Household consumption down
Consumers tend to become more price-conscious and erratic in hard times.[5] Household consumption has clearly been affected by the financial climate of the past six months, and trade in capital and durable goods is in decline.[6]

Increased advertising in the wine and spirits industry
The Swedish wine and spirits industry spent approximately SEK 369 million on advertising in 2008, which is an increase of approximately SEK 85 million on the previous year. This points to a clear trend for growth in advertising within the sector, evidenced between 2006 and 2007 by a spending increment of SEK 79 million.[7]

Nevertheless, a slash in marketing budgets is predicted for 2009-2011, although it is difficult to say whether this will affect alcohol advertising. Since sales of alcohol are not as sensitive to economic cycles, one might predict marketing levels will remain the same or be marginally reduced, only to increase again in 2012-2013.

Consumers increasingly difficult to interpret
Consumers are generally becoming less predictable and more multi-facetted, making it more difficult to identify clear target groups and life stages. Consumption has also become an obvious way for individuals to draw attention to their lifestyles and values, since it is such an inherent part of life. Thus, the well-known sayings, 'you are what you buy' or 'I shop therefore I am', reflect the consumer of today.

The international research and consultancy firm, Kairos Future, calls this type of consumer, Homo Zappiens: a modern individual who zaps his or her way through different situations and contexts in life. People are now more aware and have greater demands than previous generations, and are more pressed for time and obsessed with experiences. As well as associating what we purchase with our identities, we can switch identities to suit us. Each behaviour is associated with a particular shopping habit.[8]

Social developments

More young people aged 20-24
In 2008, the number of youths in Sweden aged 20-24 was 579 000, and the baby boom of the 1990s will add substantially to that figure in the next four years. This age group is estimated to grow by 80,000, totaling 659,000 in 2013, after which numbers will drop considerably again.[9]

1 At the Word Health Organisation's annual meeting (WHA 22 May 2008) a resolution was passed to draft a global strategy to reduce the harmful effects of alcohol by 2010.

2 Closing the gap in a generation: Health equity through action on the social determinants of health, Commission on Social Determinants of Health – Final Report, World Health Organization, 2008.

3 SIFO and Systembolagetäs detailed OPI surveys.

4 Compared to the previous quarter, National Institute of Economic Research (Konjunkturinstitutet), Economic conditions 19 December 2008, Urban Hansson Brusewitz.

5 Figures presented at a lecture arranged by The Swedish Retail Institute (HUI) and Nielsen, 22 January 2009. Speaker: Bo Ekström, CEO of The Nielsen Company and Dr Linda Thunström, HUI.

6 HUI, 2009.

7 SIFO Research International, advertising statistics 2008.

8 Ridderheim reports, Future food shopping, 2008

9 www.scb.se, The future population of Sweden 2008-2050, BE18SMO801.

More single person households
Just over half (51 percent) of all households in Sweden consist of only one person, 1.9 million people currently living this way, most of whom are aged 65 or over. Quite a number of young people also live in single person households.[10]

Swedes are becoming increasingly individualistic and anti-authority
The global shift towards more individualistic values is most clearly seen in Sweden.[11] Swedes are becoming more questioning and critical of authority, the needs and demands of the individual becoming more important than that of the collective. The quest for self-realisation has become stronger.[12]

A shift in values is one important explanation for the change in consumer demand and behaviour. Increased access to information has also made us more aware of different options, fuelling a desire for unique and custom-made products and services for which a wide range of options is available.[13] However, although individuals emphasise the importance of choice, they do not make that many in practice.

Rising demand for individually tailored products and services
The 'ME' brand has become more important, as consumers' need for a particular image is satisfied by selecting products with the 'right look' in terms of design, colour and shape combined with function. This trend is driven by Swedes increasingly becoming individualistic, but also by developments in technology and the trend for prosumption (see below).

The desire for personal accomplishment (prosumption)
Prosumption combines production and consumption, an aspect of which is the continuing trend of expressing personal talents and putting them on display. People in general enjoy doing things themselves and letting others know about it, something exemplified by the internet site You Tube, which continues to grow in popularity. In 2008, 65 percent of all Americans had seen a film on YouTube.[14] In the autumn of 2008, IKEA started a web-TV site for people to download films demonstrating how they had furnished or built something in their homes with the help of IKEA products. The DIY (do-it-yourself) trend will most probably be intensified over the next few years as an effect of the recession.

Consumer preferences less dependent on geographic location
In Sweden's prevailing media and information society, trends tend to impact on all individuals at roughly the same time, meaning that fewer differences in consumer preferences are dependent on geographic location.[15] Trends and changes in consumer preferences now influence Swedish populations outside the three major cities, university towns being almost as quick to assimilate new trends. However, smaller towns and rural areas are slower in this regard.

Increased focus on convenience
Swedish consumers want to make optimal use of their time, and are increasingly turning to fast food. Sales of fast food in Sweden went up by 7.6 percent in the first quarter of 2008.

Another example of this trend are the companies, Middagsfrid, which offers ingredients and recipe subscriptions, and OnOff, which offers product installation with home delivery. This trend may subside as a result of the downturn.

Increased demand for experiences
This trend centres on experiencing things for the interaction and participation involved, and being able to discuss and tell people about such experiences afterwards. Smartbox is an example of a product which follows this trend – a gift voucher for experiences such as helicopter rides or fighter plane trips.

Increased focus on luxury and pleasure
Higher disposable incomes are impacting on consumption by shifting focus away from basal needs to satisfying the desire to indulge in something special. One example is premium segment confectionary from Karamellkungen, Risifrutti Guld, expensive bottled water, and luxury seating on flights. The consumption of luxury goods could well nose-dive during the recession, but the need for 'little treats' will remain.

Increased awareness of health and wellbeing
More people are considering their health and investing time and money in the pursuit of wellbeing. Sales of health foods in Sweden are increasing and product development in this sector is widespread, encompassing drinks such as Proviva, Innocent, Borba, Vitaminwater and others.

More homogenous alcohol consumption in Europe
During the last decade, levels of alcohol consumption have evened out across Europe, due to the effect of similar drinking patterns and, to a certain extent, alcohol policies. In southern Europe, for example, alcohol consumption has decreased, whereas in northern Europe consumption has increased. At the same time, northern binge-drinking habits have spread to southern Europe, particularly among young people.

Alcohol consumption has recently declined in Sweden
Alcohol consumption has increased by 25 percent in Sweden since it became a member of the EU in 1995, the highest level of consumption seen in 2004, when EU alcohol import quotas were fully adopted. According to SoRAD's preliminary calculations for 2008, total alcohol consumption in Sweden was 9.5 litres per inhabitant aged 15 and over, a reduction of almost 10 percent on the highest level recorded in 2004 (10.5 litres). This is primarily due to a fall in the consumption of spirits, while there has been a significant increase in the consumption of beer and wine.

10 SCB, 2008

11 World values survey, 2005.

12 World values survey, 2005.

13 Consumer report 2008, Centre for Consumer Science (CFK) University of Gothenburg.

14 Harris Interactive: The Harris Poll #8, January 29, 2008.

15 Institutet för boende and urbanforskning, Uppsala Universitet.

More alcohol purchased at Systembolaget
In 2008, sales at Systembolaget increased on the previous year, while travel imports declined. In terms of total alcohol consumption, Systembolaget's share was 57 percent, the highest figure since 1993. Other registered consumption (restaurants and Class II beer) accounted for 17 percent. Travel imports accounted for 18 percent of non-registered alcohol consumption, smuggling for 6 percent and home brewing for 2 percent.[16]

We predict Systembolaget's share of total alcohol sales will increase in the next few years, signs of which have already having been detected in southern Sweden. A recession impacts negatively on the frequency of restaurant visits and leisure trips, while a weak Swedish krona makes the purchase of alcohol abroad less attractive.

Technology, the environment and social responsibility

Intensified global warming
There is now almost complete agreement among scientists that global warming is changing the earth's climate. At the 2007 World Economic Forum in Davos, 60 percent of participants stated climate change was the biggest challenge facing companies and politicians.

Climate change may present great challenges in the future, not least for the beverage industry.[17] In France, notably the Loire valley, climate change has already affected wine cultivation,[18] and in California, for example, wine production will decrease by 40 percent if temperatures rise. Researchers at the University of Washington predict that the climate of north western USA will soon be unsuitable for wine production as the heavy winter rains are expected to become heavier.[19] Awareness of climate change may also lead to more innovation in the packaging industry, in addition to the current bagged, PET bottle and lighter glass bottle packaging.

CSR issues important
Demands on Corporate Social Responsibility (CSR) have increased. State-owned companies, for example, must produce sustainability reports in accordance with the Global Reporting Initiative (GRI). One driving force behind this trend is the recurring exposé of child labour and the inhumane treatment of humans and animals.

Systembolaget produced its first sustainability report in accordance with GRI guidelines in its 2008 Responsibility Report, in which you can read how we actively work with issues of corporate responsibility. Systembolaget uses the term CSR as a collective term for our increased social responsibilities.

Fair Trade products more popular
In 2008, sales of Fair Trade products increased by 75 percent on the previous year, resulting in a turnover of approximately SEK 700 million. This rise is primarily due to a greater selection and better distribution of products in retail outlets, in combination with more customers being familiar with and choosing Fair Trade when they go shopping. Fair Trade is also becoming the obvious choice for municipalities and county councils which take ethical considerations when purchasing goods.[20]

A big international survey conducted by Globescan reveals that Swedish consumers show the most interest in ethical issues. Of those surveyed, 85 percent thought it was important or very important for companies to operate in an ethical manner, compared to an average 75 percent of other international consumers. 77 percent of the Swedes surveyed were also willing to pay a little extra for Fair Trade goods. In real terms, however, Swedes only spend SEK 75 on Fair Trade goods per person/year which is half of what is spent in Great Britain.[21]

Growing interest in organic products
Interest in organic products is growing, and the range of goods on offer is increasing all the time. Globalisation and burgeoning interest in health and climate issues have contributed to the boom in sales of organic food and drink.

Sales of organic groceries in Sweden totaled SEK 6.1 billion in 2008, an increase of 36 percent on the previous year.[22] According to one European survey in 2008,[23] 40 percent of Swedes bought at least one environmentally friendly product that month – which is twice as many as other Europeans in general, for which the average is 17 percent. Sweden has the highest percentage of organic consumers per country in Europe.[24]

The value of the global organic market is estimated to rise to SEK 380 billion. The potential for organic products is enormous and a number of commentators predict the market will grow by 20-25 percent per annum.[25] Nevertheless, some uncertainty exists as to whether consumers will prioritise organic products in the prevailing recession. A slight decrease in organic sales is expected in countries hard hit by the financial crisis.[26]

Growing interest in locally produced products
Today, approximately 30 percent of climate-impacting gas emissions can be attributed to grocery consumption. Awareness of this problem has increased and more consumers are choosing to shop in an eco-friendly manner, for example by buying locally produced goods. A survey conducted by Min Mat reveals that 95 percent of consumers would buy more locally produced goods if they were available.[27] The Swedish government has taken steps to ensure that consumers can make climate-conscious purchasing decisions.[28]

According to forecasts made by the Swedish Farmers Union (Lantbrukarnas riksförbund) the market for locally

16 Total alcohol consumption consists of registered statistics (Systembolaget, restaurants and Class II beer) and non-registered statistics (travel imports, smuggling and home brewing). The latter is determined by interview surveys conducted by SoRAD (The Centre for Social Research on Alcohol and Drugs).

17 Conference on climate change and wine, Barcelona 14-15 February 2008.

18 Conference on climate change and wine, Barcelona 14-15 February 2008.

19 Conference on climate change and wine, Barcelona 14-15 February 2008.

20 www.rattvisemarkt.se

21 Undersökningen gjordes av Globescan mellan den 15 oktober and den 17 december 2008 på uppdrag av Fairtrade Labelling Organizations International, FLO. Undersökningen omfattade 14.500 konsumenter i 15 länder.

22 www.ekoweb.nu, newsletter vecka 6, 2009.

23 Special EUROBAROMETER 300 Europeans' attitudes towards climate change http://ec.europa.eu/public_opinion/archives/eb_special_en.htm

24 Special EUROBAROMETER 300 Europeans' attitudes towards climate change http://ec.europa.eu/public_opinion/archives/eb_special_en.htm

25 BioFach mässan i Nürnberg February 2008.

26 http://www.organicmonitor.com/r3001.htm

27 http://www.lrf.se/press/nyheter/geografisk-narhet-till-ravarorna--ett-allt-starkare-onskemal-fran-konsumenten/

28 http://www.regeringen.se/sb/d/8577/a/85500

produced products has the potential to grow from SEK 700 million (2007) to SEK 1 billion in 2010.[29]

Increased social conscience
This trend expresses individuals' bad conscience, their awareness of climate change, health and various human predicaments creating the need to do good. One example is the more eco-friendly travel options launched by the travel industry. The number of grocery stores with pronounced eco profiles has increased, for example COOP in Häggvik, Sollentuna, which features trolleys made from recycled PET bottles, among other things.

Customer Satisfaction Index 2008

Systembolaget's customers have never been happier. The Customer Satisfaction Index for Systembolaget increased by two points from 75 to 77 in the latest 2008 survey, with customers of both self-service and counter-service stores more satisfied than in 2007. Support for the monopoly is growing rapidly and our social responsibility score has gone up several points.[30]

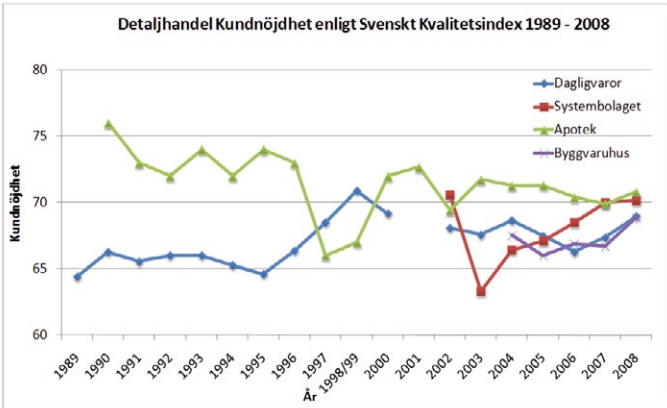
Range and selection
For the fifth year in a row, Systembolaget has a Customer Satisfaction Index of 76 for the quality-assessment of its *range and selection*, while for a range that suits customer needs, its index has gone up a point to 80. Our ranges of red and white wines retain their 2007 scores of 80 and 79 respectively. Other wine and alcohol-free also retain their scores, at 76 and 72 respectively. The same is true for spirits, with a score of 80, although beer has dropped one point to 77. Cider and mixed drinks retain their score of 75.

Customers are least happy with the choice of new items in the product groups from which they make the most purchases, Systembolaget scoring 68 in this area. The selection of good alternatives to items required but not in stock also meets with less approval, with a score of 73.

Value for money
The Customer Satisfaction Index for the quality-assessment of *value for money* increased by one point to 65. The index for Systembolaget prices in general is 54. When evaluating price/quality ratio for wine, customers gave Systembolaget an index of 72, which is one point up on 2007. Beer scores 68 (also up a point) and spirits score 64 (two points up on 2007).

Stores
Customers were also asked to state whether or not they perceived shelves in self-service stores to be well-filled. In this respect Systembolaget retained its score of 81. In response to the question of whether or not it was easy to find the products they were looking for, customers gave a score of 77, which is one point higher than in 2007.

Swedish Quality Index 2008



A comparison of customer satisfaction with the retail sector, according to various categories for the period 1989 and 2008.

Source: Svenskt Kvalitetsindex, 2009

The Swedish Quality Index (SKI) is a system for measuring and analysing how real customers and end-users perceive goods and services in Sweden.

Systembolaget's image has vastly improved since 2005, although confidence in the organisation as such remains low. Systembolaget nevertheless rates highly in terms of how confident consumers are that it adheres to relevant laws and regulations, such as not selling alcohol to under-aged youngsters.

Approximately half of all Systembolaget customers state they have bought alcohol from other sources in the last six months (primarily through duty-free imports), which is the same percentage as last year. The percentage of customers with complaints remains very low.

29 Land Lantbruk, Nr. 19 2008, p.12-13.

30 CFI Group, Customer Satisfaction Index results, 2008. The survey was conducted in the period August-October 2008 and included the ratings of more than 44 000 customers.

The suppliers market in Sweden

More mergers and takeovers

The international alcohol market is characterised by mergers and takeovers. It is mainly the large manufacturers who have become even larger and the market has become more concentrated. The Swedish market shows the same trend although the effect is not as great on market shares. More small suppliers are now actively tendering to Systembolaget, and more small suppliers were listed for the fixed range in 2008 than the previous year.

In Sweden there are around 680 companies with a licence to manufacture or import alcoholic beverages, whereof 363 tendered products to Systembolaget in 2008. The ten largest suppliers of spirits had a market share by volume of 88.3 percent in 2008; the corresponding figure for wine was 59.3 percent and for beer, 97.6 percent.

In 2008 Systembolaget received 16,742 tenders and sampled 10,642 products. Another 6,388 tenders were received for the exclusive range, of which 1,938 were accepted.

Top twenty suppliers 2008 (volume)

Supplier	Litres
Carlsberg Sverige AB	71 481 553
Spendrups Bryggeri AB	47 911 098
V&S Group	41 355 598
Åbro Bryggeri	35 993 060
Kopparbergs-Sofiero Bryggeri	30 943 681
Galatea Spirits AB	19 500 249
Fondberg	13 549 949
Bibendum	12 271 261
Oenoforos AB	9 764 004
Krönleins	9 071 538
Hjo Grosshandel AB	6 416 582
Pernod Ricard Sweden AB	6 413 008
Vinunic AB	6 174 909
Enjoy Wine & Spirits AB	5 874 707
Tegnér Hermansson AB	5 666 041
Giertz Vinimport AB	5 583 016
Stellan Kramer AB	5 510 185
Prime Wine Sweden AB	5 011 415
Philipson Söderberg AB	4 878 725
Arvid Nordquist Vin och Sprithandel	4 767 688

Top twenty suppliers 2008 (value)

Supplier	SEK Thousands
V&S Group	4 890 827
Carlsberg Sverige AB	2 159 617
Spendrups Bryggeri AB	1 559 663
Bibendum	1 071 416
Fondberg	1 039 631
Åbro Bryggeri	887 214
Pernod Ricard Sweden AB	821 539
KopparbergsSofiero Bryggeri	763 044
Galatea Spirits AB	712 430
Bacardi AB	693 636
Philipson Söderberg AB	664 336
Oenoforos AB	662 591
Maxxium Sweden Fine Wine & Spirit AB	657 538
Diageo Sweden AB	654 076
Vinunic AB	523 782
Tegnér Hermansson AB	512 494
Stellan Kramer AB	489 728
Enjoy Wine & Spirits AB	480 829
Nigab	477 215
Hjo Grosshandel AB	469 776

A summary of trend impact on the range

The following patterns and increased demand have been detected by monitoring developments in the world around us:

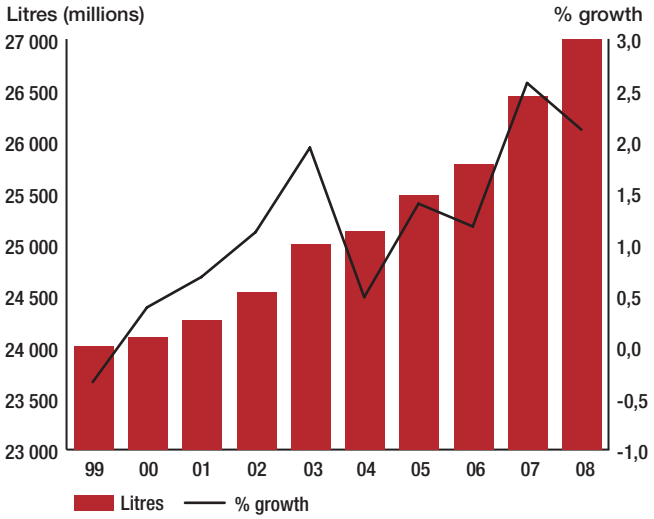
- The availability of alcoholic beverages with lower alcohol content in smaller packages contributes to more conscious purchasing choices.
- Products should be available in all price categories in response to the current economic situation.
- Products in environmentally sound packaging (such as wines in bags, PET bottles and cartons) are in greater demand as CSR issues become more important.
- Organic products will be in greater demand as the market is predicted to grow despite the economic crisis.
- Fair Trade products are in greater demand as more people want to act responsibly.
- Locally produced products are in greater demand. Consumers are requesting them and see them as eco-friendly.
- Convenient and inspiring products such as ready-mixed drinks and combination packs will gain popularity.
- Exclusive items and sparkling wine will still be in demand since the need for 'everyday luxuries' will continue even during the economic downturn.
- New origins, varietals and styles will gain popularity as Swedes are receptive to new products. In an individualized society like Sweden, Swedes are increasingly striving after unique experiences.

Sales trends

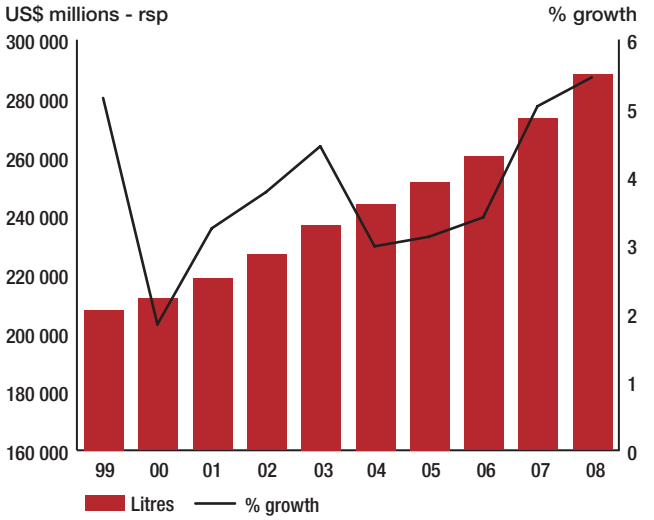
International sales trends – wine

Global wine sales have increased by volume and value over the last five years, increase by value having exceeded increase by volume for a number of years. In 2008, the global wine market increased in value by 5 percent and volume by 2 percent.

Global sales by volume



Global sales by value



Source: Euromonitor

Globally, countries are generally approaching similar levels in terms of consumption by the litre, although consumers are drinking better quality wine. This trend for quality is most clearly seen in France, Italy and Spain, where volumes are decreasing while value is increasing. These countries are not only the largest consumers of wine, they are also among the largest wine producers.

Greater availability and lower prices have resulted in wine achieving everyday status on markets which have previously not had a pronounced wine-drinking culture. Enjoying a glass of wine with a meal has become commonplace virtually throughout Europe.

The trend for polarisation continues, meaning consumers are purchasing wine in low-price outlets and more expensive specialist shops – economising in one situation in order to indulge in luxury in another.

Wine sales dominate

Red, white and rosé wines continue to dominate global sales of alcohol. Of total alcohol sales in 2008, 77 percent was wine, of which red wine continues to be the most sold category (54 percent of wine sales in 2008). Sales of rosé have shot up in the last few years, although growth dipped and settled at 1.8 percent in 2008, and thus seems to have leveled off somewhat.

The trend for rosé has given wine producers the opportunity to create rosé wines of better quality and with drier flavour profiles. Nevertheless, sweeter rosé has its place in the market and is promoted as an alternative to mixed drinks and beer.

Although rosé has traditionally been consumed during the summer months, consumption all year round has become more common both in Sweden and abroad. Sales continue to be greatest during the summer, however.

Wines sales during a recession

Worldwide sales of wine are expected to increase by 2 percent over the next five years, although the global recession will influence this in the short term.

Wine consumption in the Old World has decreased in recent years. Euromonitor predicts a long downturn which will make it even more difficult for producers to sell wine there, and producers will be less inclined to rely on sales of premium items.

As the economic crisis worsens, increasing numbers of consumers will switch from exclusive wines to cheaper alternatives, or better value drinks categories, especially in the Horeca sector. Beer is one such category to which consumers switch during a recession.

Countries making economic progress will become very significant. According to Euromonitor, China and India, for example, have unexploited potential as the fastest growing markets in the world over the last two years.

Sales of sparkling wines increase

Sparkling wine as a category has seen the greatest upturn in sales over the past five years, experiencing over 3 percent growth between 2003-2008. Historically, sparkling wines have been reserved for special occasions, but are now being consumed more frequently.

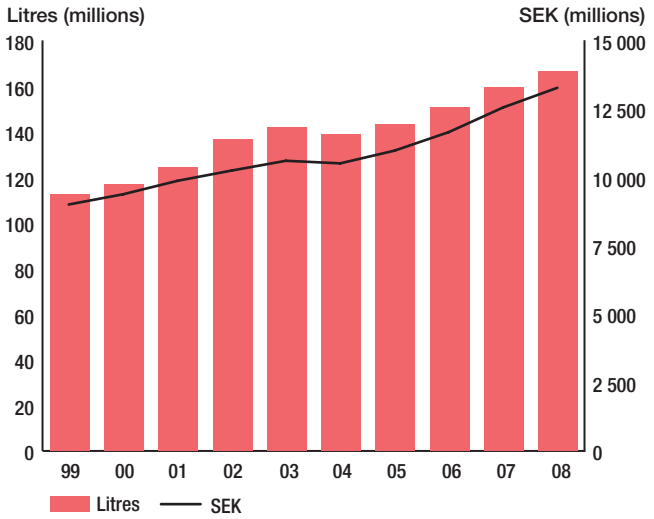
In 2008, sales of sparkling wine went up by approximately 4 percent by volume and 13 percent by value on the previous year.

Champagne sales by volume increased by 11 percent during 2003-2008 while sales of other sparkling wines went up by 19 percent. This significant upturn for other sparkling wines was due to higher incomes, more frequent occasions for consumption and the trend towards enjoying a little luxury each day.

Systembolaget sales trends – wine

Systembolaget sold 166.4 million litres of wine in 2008 – an increase of 4.4 percent on 2007. Wine accounted of 39.9 percent of sales by volume in 2008.

Sales trends – wine



Distribution of sales between the various wine categories was generally the same as in previous years: red wine accounting for 55.9 percent, white wine for 32.4 percent and other wine for 11.7 percent of wine sales.

Market share by country (litres)

2006		2007		2008	
Spain	16%	Australia	16%	Italy	16%
Italy	15%	Italy	15%	South Africa	16%
South Africa	15%	South Africa	15%	Australia	15%
Australia	13%	Spain	14%	Spain	13%
France	10%	France	9%	France	9%
Chile	7%	Chile	7%	Chile	7%
USA	6%	USA	5%	USA	5%
Germany	5%	Germany	5%	Germany	5%
Hungary	4%	Hungary	3%	Argentina	3%
Sweden	3%	Sweden	3%	Hungary	3%
Portugal	3%	Argentina	2%	Sweden	2%
Argentina	2%	Portugal	2%	Portugal	2%
Bulgaria	2%	Bulgaria	1%	Bulgaria	1%
Other	1%	Other	2%	Other	2%

South Africa, Germany and Australia are the most popular wine countries for white wine; Italy, Australia and South Africa the most popular for red. A number of major wine-producing countries are losing sales on previous years, notably Spain, Australia, USA, Germany and Hungary.

New World countries are gaining most ground, namely, South Africa, New Zealand and Argentina. Some Old World countries are also seeing sales increases, such as Italy, Portugal and Austria. South Africa is the best-selling country for white wine, while Italy is top of the league for red.

Segment trends – wine

Bottled wine max SEK 69	2008 Litres	2007 Litres	+/-	2008 Market share	2007 Market share
Red wine (0-59)	7 629 866	8 908 912	-14%	27%	30%
Red wine (60-69)	8 857 874	8 822 786	0%	31%	29%
White wine (0-59)	5 489 125	6 071 501	-10%	19%	20%
White wine (60-69)	4 550 942	4 709 012	-3%	16%	16%
Rosé (0-69)	1 945 654	1 595 777	22%	7%	5%
Total	28 473 460	30 107 987	-5%	100%	100%
Bottled wine SEK 70-99					
Red wine (70-79)	6 482 290	6 036 049	7%	33%	36%
Red wine (80-89)	4 561 796	3 691 483	24%	24%	22%
Red wine (90-99)	2 396 430	2 227 637	8%	12%	13%
White wine (70-79)	3 180 853	2 415 142	32%	16%	14%
White wine (80-89)	1 143 408	1 073 671	6%	6%	6%
White wine (90-99)	1 054 932	980 112	8%	5%	6%
Rosé (70-..)	563 050	239 420	135%	3%	1%
Total	19 382 759	16 663 513	16%	100%	100%
Bottled wine over SEK 100					
Red wine (100-119)	1 582 134	1 373 551	15%	35%	36%
Red wine (120-149)	850 900	715 925	19%	19%	19%
Red wine (150-199)	583 670	542 738	8%	13%	14%
Red wine (200-..)	376 038	352 409	7%	8%	9%
White wine (100-119)	589 711	392 450	50%	13%	10%
White wine (120-149)	355 391	304 583	17%	8%	8%
White wine (150-..)	129 729	130 509	-1%	3%	3%
Total	4 467 572	3 812 164	17%	100%	100%
Wine small/large bottles					
Red wine small bottles	861 258	800 964	8%	55%	54%
Red wine large bottles	183 605	188 128	-2%	12%	13%
White wine small bottles	485 391	449 191	8%	31%	30%
White wine large bottles	4 704	4 865	-3%	0%	0%
Rosé small bottles	40 686	32 730	24%	3%	2%
Total	1 575 644	1 475 876	7%	100%	100%
Bag-in-box					
Red wine bag-in-box 1,5-2l	195 668	160 064	22%	0%	0%
Red wine bag-in-box ≥ 3l (SEK 0-66/l)	36 840 441	35 751 091	3%	44%	45%
Red wine bag-in-box ≥ 3l (SEK 67-../L)	15 697 635	15 167 137	3%	19%	19%
White wine bag-in-box 1,5-2l	136 382	122 268	12%	0%	0%
White wine bag-in-box ≥ 3l (SEK 0-56/l)	13 502 933	14 135 604	-4%	16%	18%
White wine bag-in-box ≥ 3l (SEK 57-66/l)	13 173 177	11 204 022	18%	16%	14%
White wine bag-in-box ≥ 3l (SEK 67-../L)	2 631 855	2 401 215	10%	3%	3%
Rosé bag-in-box	1 811 703	1 283 427	41%	2%	2%
Total	83 989 794	80 224 828	5%	100%	100%

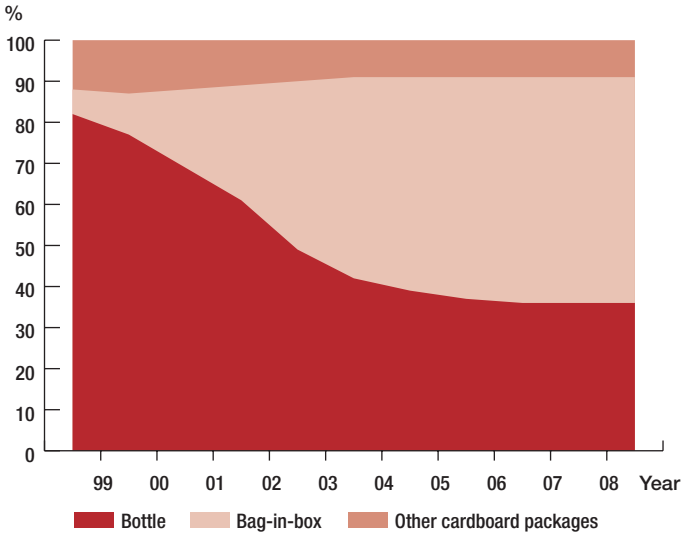
Wine in other packaging	2008 Litres	2007 Litres	+/-	2008 Market share	2007 Market share
Red wine not bag-in-box or bottle	5 751 982	5 682 037	1%	40%	42%
Red wine not bag-in-box or bottle small packaging	126 959	82 468	54%	1%	1%
White wine not bag-in-box or bottle	7 357 789	6 850 060	7%	51%	50%
White wine not bag-in-box or bottle small packaging	149 669	105 525	42%	1%	1%
Rosé not bag-in-box or bottle	1 161 299	869 086	34%	8%	6%
Total	14 547 698	13 589 176	7%	100%	100%
Sparkling wine					
Sparkling wine (0-69)	2 524 028	2 681 379	-6%	44%	51%
Sparkling wine (70-99)	1 288 636	914 120	41%	23%	17%
Sparkling wine (100-..)	83 132	77 655	7%	1%	1%
Sparkling wine small bottles	272 487	252 225	8%	5%	5%
Sparkling wine large bottles	123 065	61 935	99%	2%	1%
Sweet sparkling wine	695 561	655 682	6%	12%	12%
Sweet sparkling wine small bottles	88 115	80 146	10%	2%	2%
Sparkling wine rosé	442 966	394 730	12%	8%	7%
Other sparkling	159 206	160 940	-1%	3%	3%
Total	5 677 195	5 278 810	8%	100%	100%
Champagne					
Champagne (0-249)	344 582	321 247	7%	36%	35%
Champagne (250-399)	411 331	398 442	3%	43%	44%
Champagne (400-..)	25 972	27 735	-6%	3%	3%
Champagne small bottles	75 351	69 430	9%	8%	8%
Champagne large bottles	42 173	51 017	-17%	4%	6%
Champagne rosé	47 561	43 644	9%	5%	5%
Champagne rosé small bottles	1 823	1 366	33%	0%	0%
Total	948 792	912 881	4%	100%	100%
Dessert wine					
Sweet white wine	264 983	283 287	-6%	15%	16%
Sweet white wine small bottles	69 934	63 859	10%	4%	4%
Red port	248 189	253 056	-2%	14%	14%
Red port small bottles	59 065	58 387	1%	3%	3%
White port	24 455	30 025	-19%	1%	2%
Sweet sherry/montilla	101 400	114 412	-11%	6%	6%
Sweet sherry/montilla small bottles	14 993	18 081	-17%	1%	1%
Madeira	80 737	82 475	-2%	5%	5%
Madeira small bottles	23 925	25 405	-6%	1%	1%
Other quality fortified wine	260 839	273 677	-5%	15%	15%
Fruit wines	628 083	575 810	9%	35%	32%
Total	1 776 603	1 778 475	0%	100%	100%
Aperitif					
Sherry/Montilla	203 881	221 635	-8%	9%	9%
Sherry/Montilla small bottles	55 261	58 487	-6%	2%	2%
Vermouth	842 871	864 184	-2%	36%	35%
Vermouth small bottles	105 802	119 209	-11%	5%	5%
Aperitif	948 494	1 014 151	-6%	41%	41%
Aperitif small bottles	155 591	158 039	-2%	7%	6%
Sake	15 485	15 209	2%	1%	1%
Other wine, segment	13 994	18 912	-26%	1%	1%
Total	2 341 380	2 469 825	-5%	100%	100%

For the category *bottled wine max SEK 69* sales are going down or remaining level with last year, apart from rosé wines, for which sales have increased by 22 percent. For *bottled wine SEK 70-99* sales are increasing in all segments – and most markedly for the categories *red wine SEK 80-89* and *white wine SEK 70-79*. In the rosé segment, wines priced over *SEK 100* are included in *bottled wine 70-99 SEK*, and account for 5 percent of total sales in the segment.

Segments with the category *bottled wine over SEK 100* are all exhibiting increased sales apart from white wine in the *SEK 150-199* price interval, which is going down by 1 percent. In contrast, sales of white wine in the *SEK 100-119* price interval increased by 50 percent.

Wine in cardboard packaging continue to rise in popularity and accounted for 64.3 percent of wine sales in 2008. Bag-in-box accounted for 54.8 percent of red, white and rosé sales, a level which remains unchanged on the previous year.

Wine sales by packaging type



Interest in and sales of organic products is growing, particularly for red wine. This increase is largely due to the current availability of competitive products in terms of price/quality. These products are also distinctively packaged to highlight their organic profile, for example KRAV labelling.

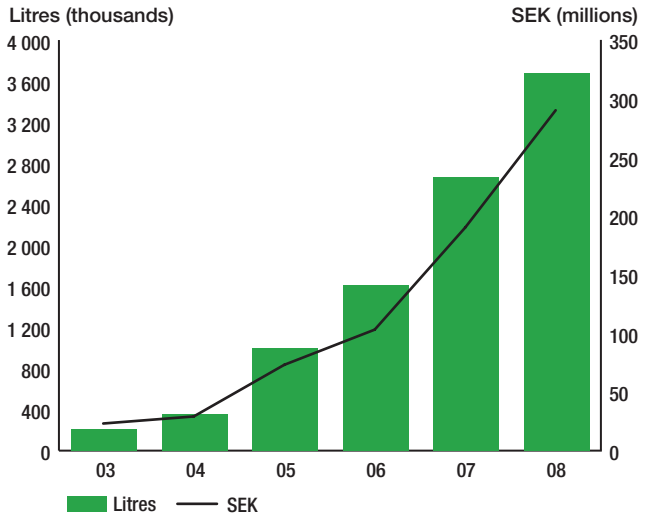
Systembolaget is aiming to stock its fixed range with 100 organic items in December 2010. In the longer term, Systembolaget aims to have organic products represented in every category and module.

Sales trends – red wine

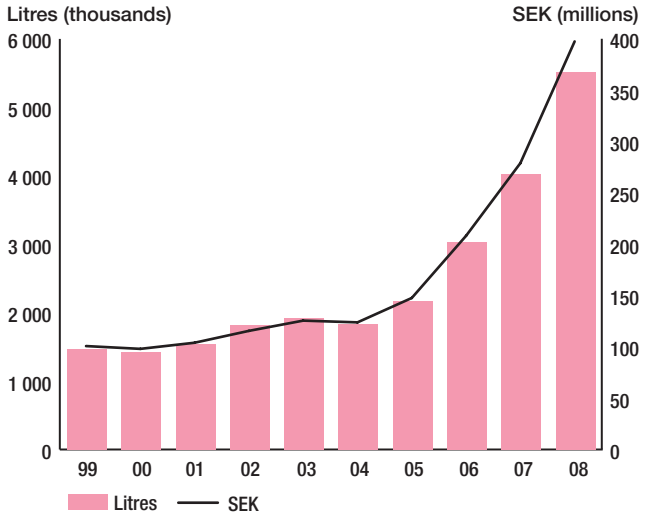
Sales of red wine increased by 3 percent in 2008, which corresponds to a total of 93 million litres. By value this increase was 4.2 percent, red wine accounting for just over SEK 7 billion in 2008.

Sales are being driven by the more premium-oriented segments, more expensive bottled wines *(meaning SEK 70 and above)* and bag-in-boxes. Nevertheless, there is an anti-trend of growing interest in carton-packaged wines.

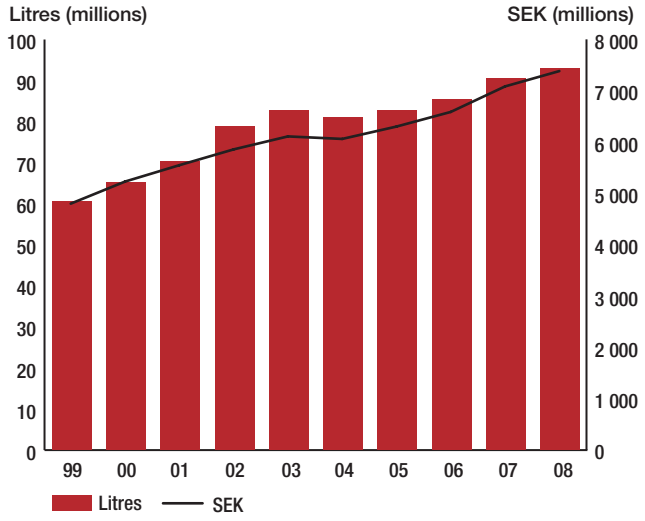
Sales of organic wine



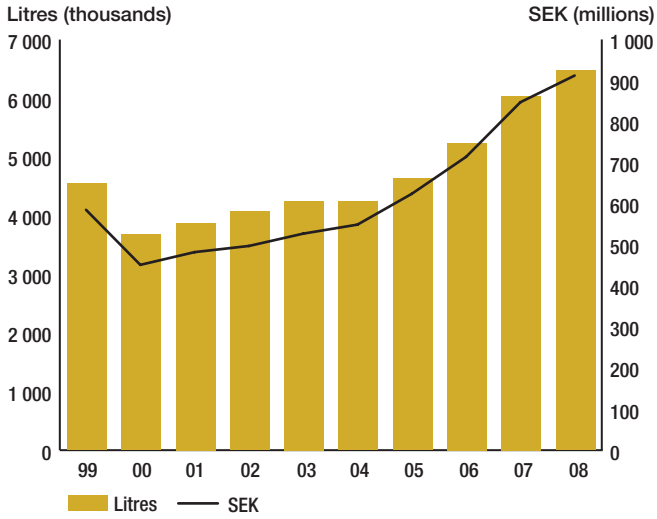
Sales trends – rosé wine



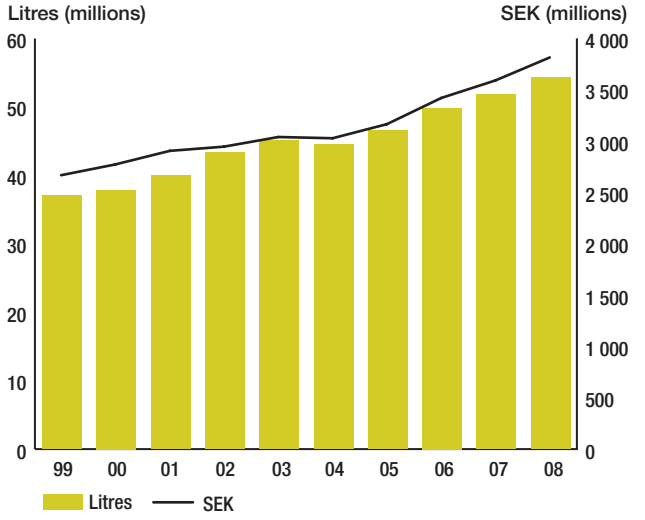
Sales trends – red wine



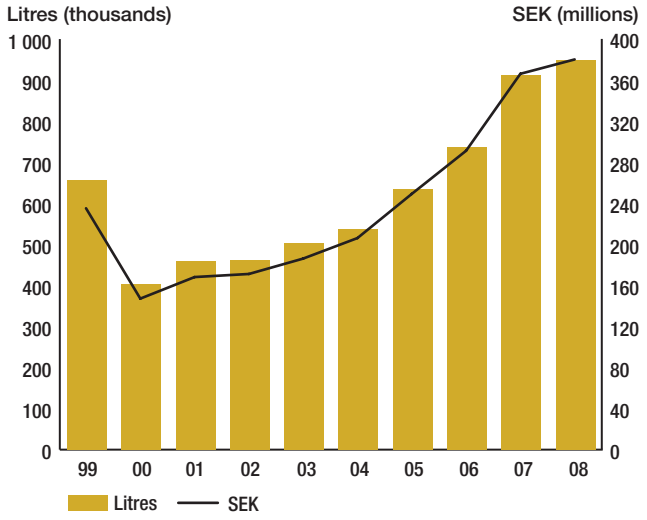
Sales trends – sparkling wine



Sales trends – white wine



Sales trends – Champagne



Sales trends – white wine
Sales of white wine by volume increased by 5 percent in 2008, which corresponds to a total of 54 million litres. By value the increase was 6.2 percent, sales of white wine amounting to just under SEK 4 billion in 2008.

Sales of white wine are also being driven by the more premium-oriented segments.

Sales trends – rosé wine
Sales of rosé wine in Sweden increased 37 percent by volume and 43 percent by value in 2008.

The increase in rosé sales is probably due to the development of seasonal launches in the range, the segment *SEK 70 and above* driving figures upwards. Even packaging type is significant – particularly bag-in-box.

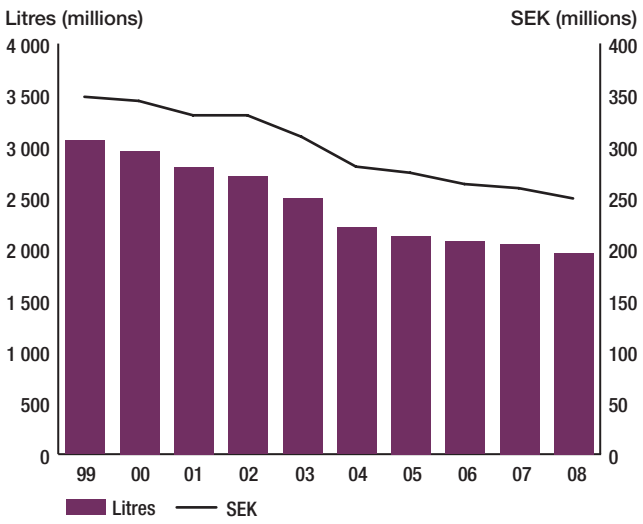
Sales trends – sparkling wine and Champagne
Sales of sparkling wines increased 7 percent by volume and 8 percent by value.

The sparkling wine group excluding champagne is exhibiting the same pattern as still wines: in 2008, sales of products priced *SEK 70* and above increased the most.

Sparkling rosé is on the up, as is the larger bottle segment. The situation is a little different for Champagne, with most sales accounted for in the SEK 0-249 volume segment. Small bottles have become more popular and rosé Champagne is also experiencing an upswing.

Fortified wine and other wine
In 2008, sales of these products went down by 4.3 percent. This loss can be explained by the downturn for vermouth, which accounts for a large proportion of this group. Sales of classic drinks such as port, madeira and sherry/montilla have declined for both sweet and dry varieties, with red port in half bottles being the only exception. In contrast saké and fruit wines are on the up, as is mulled wine (glögg), sales of which went up 6 percent in 2008.

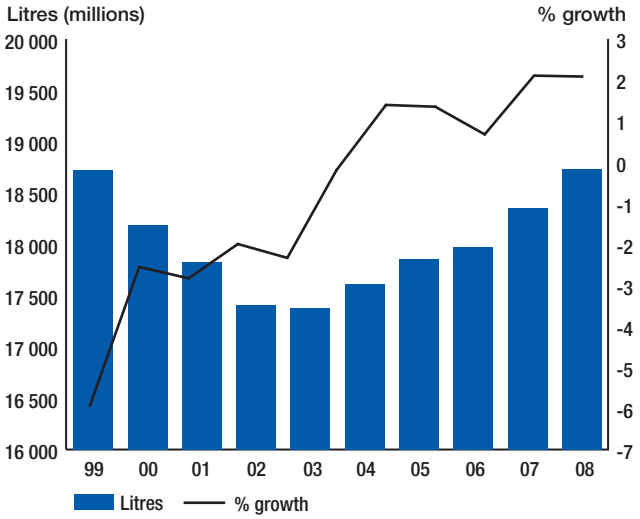
Sales trends – fortified wine



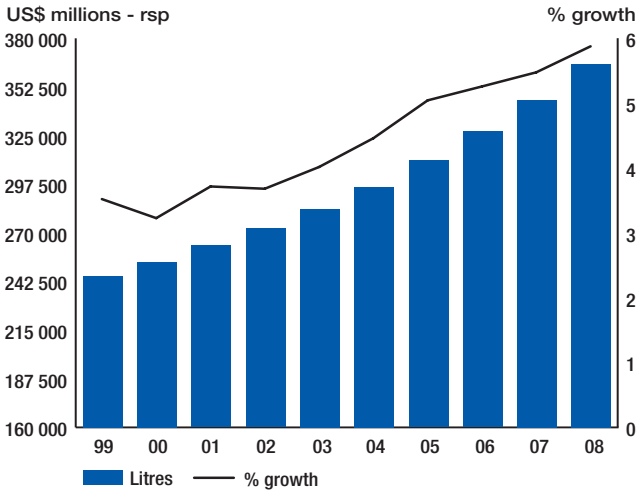
International sales trends – spirits

Global sales of spirits in 2008 were up 2.1 percent by volume and 4.2 percent by value on the previous year, vodka accounting for just over 20 percent of total spirits sales. Tequila and rum saw the greatest increase in sales last year, as the trend for Latino-inspired drinks and cocktails took off.

Global sales by volume



Global sales by value



Source: Euromonitor

The homogenisation of trends around the world has facilitated the rapid expansion of international brands. Despite the world dominance of such brands, the international spirits market continues to be divided nonetheless, due to the presence of local and nationally-strong actors and brands.

A number of acquisitions in the last year have changed the ranking of the top ten global spirits actors, who account for 25 percent of global spirits sales by volume.

Spirit sales are highest in Asia, Eastern Europe and Latin America and dominated by local types of spirit, although sales by value are increasing the most as consumers switch to more expensive products. In Eastern Europe, for example, more flavoured vodka and premium vodka is consumed than on any other market.

Africa and the Middle East are lagging behind the global market trend, despite dynamic growth in terms of volume and value.

In Western Europe, sales of brandy, gin and other spirits by volume are declining. Vodka and rum, which are often used as cocktail ingredients, experienced most growth in the period 2003-2008, sales increasing by 6 and 4 percent respectively.

Sales of whisky will increase

Euromonitor predicts sales of spirits will continue to grow by an average of 2 percent per annum in the period 2008-2013, with whisky seeing the greatest growth at 5 percent per annum. India continues to be the largest market for whisky from a global perspective, due to the popularity of domestic whisky products.

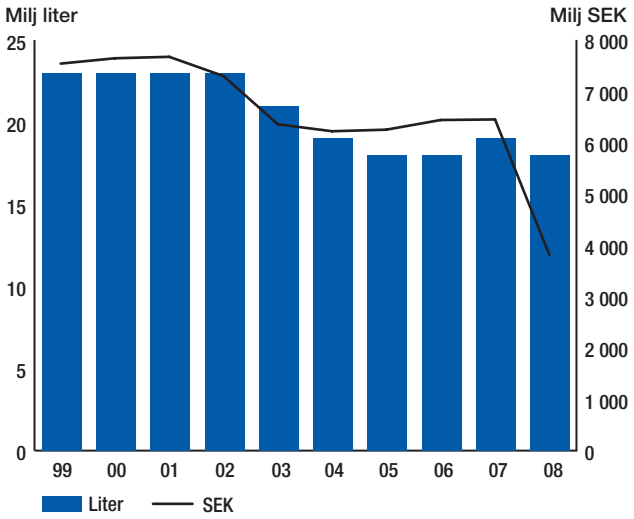
Aged spirits, especially blended Scottish whisky, continue to see sales increases in Asia, Latin America, Eastern Europe, Africa and the Middle East, and these markets will drive global sales of blended Scotch in the future. Vodka is expected to continue its upward sales trend in Asia and Latin America.

The recession will probably affect this trend, but only in the short term.

Systembolaget sales trends – spirits

Sales of spirits at Systembolaget experienced a consistently downward trend for 25 years until 2006, when sales increased somewhat. Sales figures went down again in 2008, when Systembolaget sold 19.1 million litres of spirits – a 1 percent decline on 2007.

Sales trends – spirits



Whisky, which combined with clear spirits accounts for the largest sales share of the spirits category, saw a 1.3 percent decline in sales. Any increases in this category are due to malt whisky and liqueurs.

Segment trends – spirits

Aperitif	2008 Litres	2007 Litres	+/-	2008 Market share	2007 Market share
Anise	46 918	46 848	0%	0%	0%
Apéritif/Bitter (spirits)	140 896	142 497	-1%	1%	1%
Other	9 375	10 690	-12%	0%	0%
Total	197 189	200 034	-1%	1%	1%
Spiced distilled spirits					
Spiced distilled spirits	1 020 642	1 065 544	-4%	5%	6%
Spiced distilled spirits, small bottles	278 221	276 269	1%	1%	1%
Total	1 298 863	1 341 813	-3%	7%	7%
Clear spirits					
Distilled spirits	3 818 759	3 926 867	-3%	20%	20%
Distilled spirits, small bottles	1 541 240	1 582 606	-3%	8%	8%
Flavoured vodka	348 662	365 416	-5%	2%	2%
Gin	951 287	950 482	0%	5%	5%
Gin, small bottles	204 588	203 379	1%	1%	1%
White rum	173 636	164 410	6%	1%	1%
White rum, small bottles	62 283	57 596	8%	0%	0%
Flavoured rum	289 095	281 510	3%	2%	1%
Tequila	66 533	64 861	3%	0%	0%
Total	7 456 083	7 597 128	-2%	39%	40%
Liqueurs					
Coffe, cocoa and nut liqueurs	40 050	37 218	8%	0%	0%
Coffe, cocoa and nut liqueurs, small bottles	94 784	97 587	-3%	0%	1%
Cream and egg liqueurs	364 872	375 916	-3%	2%	2%
Cream and egg liqueurs, small bottles	110 520	115 189	-4%	1%	1%
Fruit and berry liqueurs	186 511	205 503	-9%	1%	1%
Fruit and berry liqueurs small bottles	282 551	279 575	1%	1%	1%
Swedish punch	163 468	169 212	-3%	1%	1%
Other liqueur, spice/herb liqueur included	268 265	250 479	7%	1%	1%
Other liqueur, spice/herb liqueur included, small bottles	353 344	319 505	11%	2%	2%
Total	1 864 365	1 850 184	1%	10%	10%
Avec					
Cognac	331 092	346 081	-4%	2%	2%
Cognac, small bottles	86 094	89 336	-4%	0%	0%
Other brandy	111 500	121 641	-8%	1%	1%
Other brandy, small bottles	60 849	66 461	-8%	0%	0%
Calvados	70 683	72 114	-2%	0%	0%
Grappa/marc	12 095	12 215	-1%	0%	0%
Dark rum	202 592	176 254	15%	1%	1%
Dark rum, small bottles	18 414	23 646	-22%	0%	0%
Total	893 319	907 748	-2%	5%	5%
Whisky					
Scottish blended whisky	3 017 562	3 128 469	-4%	16%	16%
Scottish blended whisky small bottles	804 491	835 131	-4%	4%	4%
Canadean whisky	1 248 639	1 238 776	1%	7%	6%
Canadean whisky, small bottles	452 916	423 257	7%	2%	2%
American whiskey	152 965	146 769	4%	1%	1%
American whiskey, small bottles	43 574	36 345	20%	0%	0%
Irish whiskey	398 199	346 652	15%	2%	2%

forts. Whisky	2008 Litres	2007 Litres	+/-	2008 Market share	2007 Market share
Irish whiskey, small bottles	116 418	114 047	2%	1%	1%
Other whisky	237	113	109%	0%	0%
Total	**6 235 001**	**6 269 560**	**-1%**	**33%**	**33%**
Malt whisky					
Scottish malt whisky ≤ 18 years old	895 393	904 657	-1%	5%	5%
Scottish malt whisky ≤ 18 years old small bottles	66 585	74 865	-11%	0%	0%
Scottish malt whisky > 18 years old	15 625	9 083	72%	0%	0%
Other whisky	56 227	24 996	125%	0%	0%
Total	**1 033 830**	**1 013 602**	**2%**	**5%**	**5%**
SPRITS TOTAL	**18 978 651**	**19 180 069**	**-1%**	**100%**	**100%**

Clear spirits continue to sell most by volume with a 39 percent share of the market, flavoured vodka having enjoyed very good sales.

The whisky segment accounts for 38 percent of all spirits sales by volume at Systembolaget; liqueur 10 percent, spiced distilled spirits 7 percent and avec 5 percent.

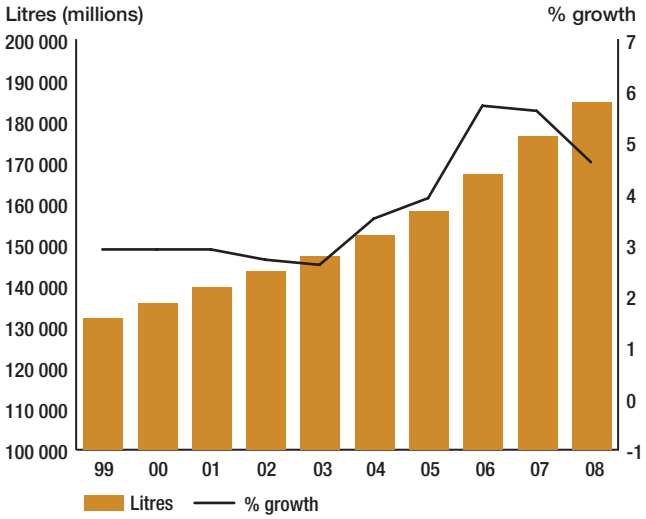
International sales trends – beer

Global sales of strong beer increased by in 4.4 percent by volume in 2007.

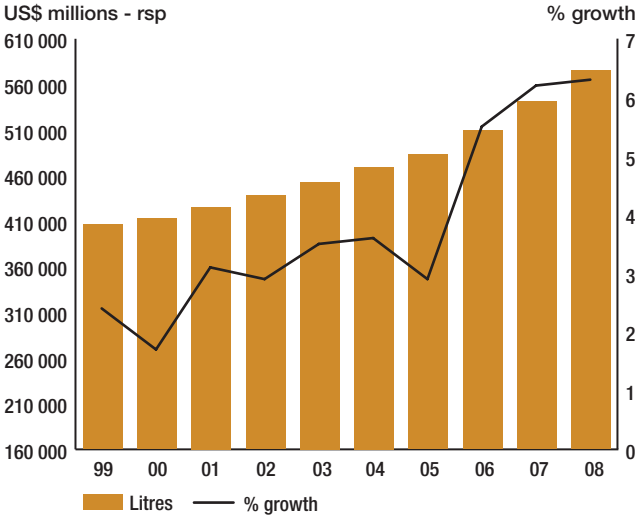
Sales of beer have increased by value more than by volume in all regions apart from Asia, as consumers are purchasing better quality products. In Japan, Germany and Great Britain, sales by volume are declining, while sales by value are still increasing.

In Asia, the sales trend by volume is driven by the enormous Chinese market, which accounted for 46 percent of global volumes between 2003 and 2008. Sales in the country have increased as a result of higher disposal incomes and a price war, which has reduced beer prices. Moreover, health

Global sales by volume



Global sales by value



Source: Euromonitor

awareness and increased taxes have lead to consumers switching from traditional types of spirits to beverages with lower alcohol content, which has had a favourable effect on beer sales.

In the USA, Great Britain and Japan, sales by volume went down in the period 2003-2008. Aging populations are the reason for declining beer consumption in Germany and Japan, whereas in Great Britain, the new diversity of pub food has lead to increased demand for wine at the expense of beer sales.

The USA continues to dominate global sales by value (15 percent share in 2008). The demand for premium beers and lite products has increased while demand for domestic beers has decreased. Breweries continue to launch new imported beers, craft brews and even seasonal beer, but in limited quantities.

Lager is the beer of choice all over the world, in 2008 accounting for 94 percent of global beer sales by volume and 90 percent by value. The greatest growth can be seen for low-alcohol and alcohol-free beer, sales of which are driven by the trend of drinking less alcohol and the introduction of tighter drink-driving laws in many countries.

The global beer market has become more consolidated with an increase in acquisitions. InBev's purchase of Anheuser-Busch will result in a global producer and contender for domination of the beer market. InBev's share of the market in 2007 was 12 percent – the new acquisition increases this share to more than 20 percent.

The next big acquisition of 2008 was the purchase of Scottish & Newcastle by Carlsberg and Heineken, who also made some smaller acquisitions in Eastern Europe.

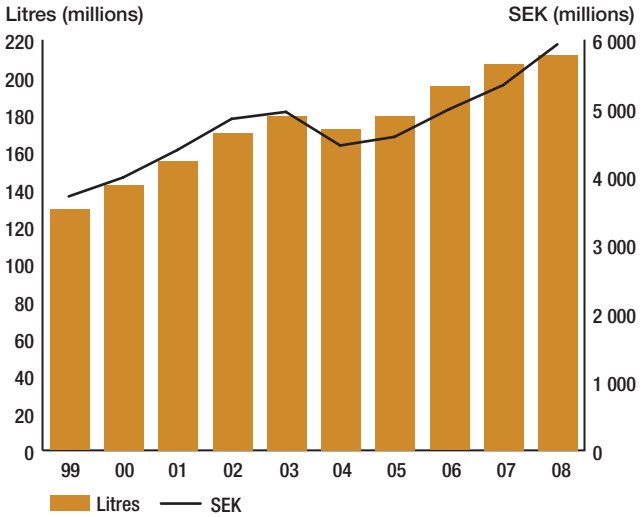
According to Euromonitor, beer sales will continue to increase in the next five years, the fastest-growing categories being low-alcohol and alcohol-free beer.

In the short term, an aging population and the economic climate may lead to a decline in beer sales, notably in restaurants and pubs, and more consumers will switch to cider, wine and soft drinks.

Systembolaget sales trends – beer and other

Sales of beer, cider and mixed drinks at Systembolaget increased by 3 percent in 2008. We sold almost 213 million litres of beer and almost 18 million litres of cider and mixed drinks.

Sales trends – beer



Segment trend – beer

Beer lager can	2008 Litres	2007 Litres	+/-	2008 Market share	2007 Market share
Lager can international (..-5.9%)	25 851 720	24 651 246	5%	12%	12%
Lager can swedish (..-5.9%)	104 136 539	101 788 950	2%	49%	49%
Lager extra strong can (6.0%-..)	33 515 903	34 059 268	-2%	16%	16%
Dark lager can	1 306 296	1 401 751	-7%	1%	1%
Total	164 810 457	161 901 215	2%	77%	78%
Beer lager bottle					
Lager bottle international (..-5.9%)	22 365 800	20 338 481	10%	11%	10%
Lager bottle swedish (..-5.9%)	10 764 471	10 388 843	4%	5%	5%
Lager extra strong bottle (6.0%-..)	3 193 400	3 541 021	-10%	1%	2%
Dark lager bottle	892 044	916 734	-3%	0%	0%
Total	37 215 716	35 185 079	6%	17%	17%
Special beer					
Ale bottle (..-5.9%)	2 520 850	2 346 360	7%	1%	1%
Porter/stout bottle (..-5.9%)	399 400	332 557	20%	0%	0%
Ale can (..-5.9%)	599 907	657 147	-9%	0%	0%
Porter/stout can (..-5.9%)	335 194	375 553	-11%	0%	0%
Ale extra strong (6.0%-..)	888 068	709 934	25%	0%	0%
Porter/stout extra strong (6.0%-..)	95 472	78 763	21%	0%	0%
Wheat beer bottle/can	637 648	522 916	22%	0%	0%
Other beer	238 227	302 258	-21%	0%	0%
Total	5 714 766	5 325 489	7%	3%	3%

Beer other packaging	2008 Litres	2007 Litres	+/-	2008 Market share	2007 Market share
Other lager	1 067 730	1 111 640	-4%	1%	1%
Other ale/porter/stout	2 494	2 250	11%	0%	0%
Total	1 070 224	1 113 890	-4%	1%	1%
Seasonal beer					
Easter	258 491	241 734	7%	0%	0%
Summer	1 231 354	1 379 065	-11%	1%	1%
Octoberfest	243 253	212 247	15%	0%	0%
Christmas	2 422 983	2 375 439	2%	1%	1%
Total	4 156 082	4 208 486	-1%	2%	2%
BEER TOTAL	212 967 244	207 734 159	3%	100%	100%

Pale lager in bottles and cans (alcohol ≤ 5.9% vol.) is driving up sales by volume – a segment which has traditionally endured tough competition from cross-border trade.

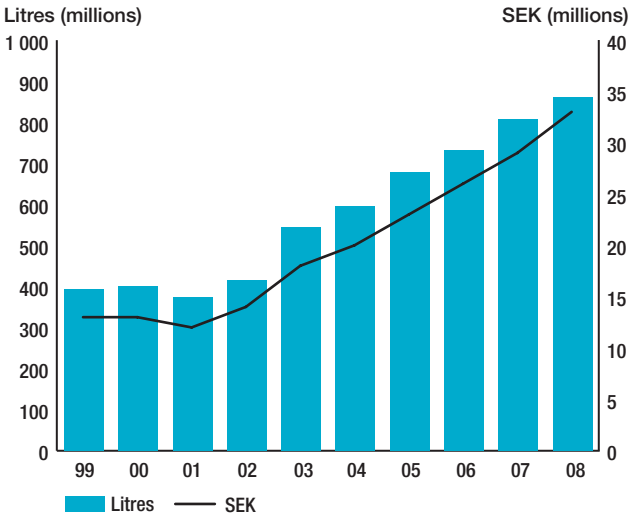
The premium-oriented segment, ale, porter, stout and wheat beer also saw an increase in sales during the year, whereas the sales trend for cider and mixed drinks is unchanged.

Segment trend – cider and mixed drinks

Cider & mixed drinks	2008 Litres	2007 Litres	+/-	2008 Market share	2007 Market share
Dry/medium dry cider bottle	517 580	472 500	10%	3%	3%
Dry/medium dry cider can	251 985	172 318	46%	1%	1%
Medium sweet/sweet cider bottle	1 838 218	2 458 880	-25%	10%	14%
Medium sweet/sweet cider can	6 881 599	6 704 627	3%	39%	38%
Mixed drinks	8 353 290	7 641 502	9%	47%	44%
Total	17 842 672	17 449 828	2%	100%	100%

Systembolaget sales trends – alcohol-free

Sales trends – alcohol-free



The purpose of our alcohol-free range is to offer alternatives for the 'adult palate' to consumers who do not want to drink alcoholic beverages. Sales of alcohol-free products increased

in 2008 by 6.5 percent, accounting for approximately 0.2 percent of sales volumes.
Increased demand for alcohol-free products may be influenced by a greater health consciousness and social acceptance of those who choose alcohol-free alternatives. A combined interest in food and drink has lead to consumers considering their choice of raw produce and beverages more carefully, something which extends to purchasing drinks for alcohol-abstaining guests. The continual improvement and expansion of Systembolaget's alcohol-free range has naturally also fuelled interest in this option.

A summary of sales trends

- Global sales of wine are expected to increase despite the global recession.
- Red wine still tops sales in Sweden and abroad.
- Sales of rosé continue to rise in Sweden and abroad.
- Sparkling wines have experienced the greatest increase in global sales of all wine categories.
- In Sweden, red wines from Italy, Australia and South Africa are the most popular.
- Swedes bought white wine primarily from South Africa, Germany and Australia.
- Sales of wine increased the most in the price intervals SEK 70-99 and SEK 100 +.
- Bag-in-box sales are leveling off, remaining unchanged at 54.8 percent of all wine sales.
- Sales of organically grown products increased by 45 percent, accounting for 1.41 percent of total sales.
- Sales of Fair Trade products in 2008 were up 84 percent on the previous year, although these sales constitute a very small percentage of total sales.
- Global sales of spirits continue to increase.
- Sales of tequila and rum are continuing to rise internationally.
- Sales of spirits at Systembolaget went down.
- Global sales of strong beer increased.
- Lager was the most selling type of beer in volume.

The Systembolaget product range framework

The framework for the Systembolaget product range is based on our strategic plan, which is revised every four years. In turn, the framework is updated once a year. As an internal, controlling document, it defines our goals and activities for all components of the range.

In accordance with the framework, Systembolaget's product range should:

- be characterised by consideration, knowledge and inspiration
- be adapted to suit Swedish demand
- be wide and show diversity
- be quality assured, profitable and cost-effective
- be transparent, unbiased and fair

Product range strategy

To achieve our over-arching goal of increasing customer satisfaction, Systembolaget has set up aims and guidelines for working with various features required of items in our range, such as whether they are kosher or organic, or come in smaller packages.

This work is also influenced by Systembolaget's social responsibilities (including CSR) and regard for public health, for example by selling items containing lower alcohol content, or items packaged with level indicators or in smaller sizes.

Since it is too early to analyse customer response to bag-in-box with level indicators, the Launch Plan does not contain any requests for these items. However, we welcome the introduction of level indicators for existing bag-in-box products, as the initiative is befitting of Systembolaget's social responsibility.

Systembolaget's environmental ethos is demonstrated in the increased number of organic items and climate-conscious packaging in the range. Here too we are open to replacing existing products with organically certified and more environmentally-conscious packaged versions.

Working conditions and corruption constitute another area of CSR in which our goal is to increase the number of Fair Trade items in the range. As a result, we welcome Fair Trade versions of existing items, and hope to engage in a dialogue with suppliers to work out the best way of formulating tender requests for these products. Please speak to your relevant Systembolaget purchaser in this regard.

The Systembolaget range model and structure

The range model ensures Systembolaget can fulfill its remit to provide a broad, efficient, customer-oriented selection of products that is free from brand bias. The model is used to compile what is known as the modular range, which is then centrally allocated to all stores. A description of how the range model works is found below.

The range has two main divisions – a fixed range and a temporary range.

Systembolaget product range structure

Fixed range

The fixed range satisfies the demands of the majority of Systembolaget's customers in as much as its composition reflects certainty, continuity and a long-term approach.

To ensure that this happens in each store, part of the range is allocated centrally, from what is known as the modular range (Base and supplementary ranges 1-3). This is done without brand bias, and is based on consumer demand. Most of the sales at Systembolaget are generated from the modular range.

The fixed range also includes a number of items that are not obligatory in-store – the supplementary range (also called supplementary module 9). This ensures breadth and depth and that the range contains items for specific customer bases.

The fixed range is renewed twice a year. The items are evaluated and new products launched, either to increase the selection or to expose items to competition. New products are available for twelve months, but are evaluated after nine months for possible further placement in the fixed range, following the new product trial period.

Temporary range

The temporary range offers customers variety and novelty value. This range accommodates products that are temporary because of limited availability in terms of time or volume, and is the range in which most of Systembolaget's new-item launches are made. The range is centrally allocated to stores.

As of 2010, temporary launches in modules Base-T3 will be made five times a year: spring (February-April), Easter, summer (May-August), autumn (September-November) and Christmas and New Year.

These items are in the product range for a limited period – for as long as the season lasts. However, our customers appreciate being able to purchase temporary new items for a longer period (having found what they like and wanting to purchase it again), and by stocking temporary items for a whole season we can meet their expectations.

Temporary range – exclusive

Temporary launches in modules T5-T8 are made ten times per year, such launches being of an exclusive nature and targeting customers who have a great interest in new items. These items are characterised by limited availability, good reputation and high international demand, as well as exposure in the trade media. For customers, the primary source of information about these launches is the Systembolaget website.

Tenders for the exclusive range are received and processed by our purchasers on a continual basis, and items are purchased in very limited volumes.

Categories and segments

The range is divided into four category groups: wine, spirits, beer and alcohol-free. In turn, the groups are divided into different categories and segments. Items which customers greatly regard as interchangeable are contained in the same segment. When categorising by segment, consideration is given to different price intervals, type of item and/or types of packaging (see diagram). In all, there are approximately 150 segments in the range model. See table on next page.

Modules

Modular positions assist in allocating items within a segment to the various types of store. The base module is available in all stores, supplementary module 1 (T1) in somewhat fewer stores, and so on.

Which module(s) are distributed to a particular store is decided in relation to its sales, customer base, geographical location, and the number of stores in the area. Systembolaget has 411 stores.

Evaluation

Twice a year, on 1st April and 1st October, Systembolaget changes the range in its stores, having first conducted an evaluation of its products. This evaluation is based on how well these products have sold, Systembolaget's retail margins and product availability. All the items in the fixed range are evaluated and can gain a position in a module. Items in the same segment are compared with each other, the item gaining the highest points receiving the highest distribution in the segment. The current range lasts for six months – until the next change.

Categories and segments

Wine

Bottled wine max SEK 69
- Red wine (0-59)
- Red wine (60-69)
- White wine (0-59)
- White wine (60-69)
- Rosé (0-69)

Bottled wine SEK 70-99
- Red wine (70-79)
- Red wine (80-89)
- Red wine (90-99)
- White wine (70-79)
- White wine (80-89)
- White wine (90-99)
- Rosé (70-..)

Bottled wine over SEK 100
- Red wine (100-119)
- Red wine (120-149)
- Red wine (150-199)
- Red wine (200-..)
- White wine (100-119)
- White wine (120-149)
- White wine (150-..)

Wine small/large bottles
- Red wine small bottles
- Red wine large bottles
- White wine small bottles
- White wine large bottles
- Rosé small bottles

Bag-in-box
- Red wine bag-in-box 1,5-2l
- Red wine bag-in-box ≥ 3l (SEK 0-66/l)
- Red wine bag-in-box ≥ 3l (SEK 67-../l)
- White wine bag-in-box 1,5-2l
- White wine bag-in-box ≥ 3l (SEK 0-56/l)
- White wine bag-in-box ≥ 3l (SEK 57-66/l)
- White wine bag-in-box ≥ 3l (SEK 67-../L)
- Rosé bag-in-box

Wine in other packaging
- Red wine not bag-in-box or bottle
- Red wine not bag-in-box or bottle small packaging
- White wine not bag-in-box or bottle
- White wine not bag-in-box or bottle small packaging
- Rosé not bag-in-box or bottle

Sparkling wine
- Sparkling wine (0-69)
- Sparkling wine (70-99)
- Sparkling wine (100-..)
- Sparkling wine small bottles
- Sparkling wine large bottles
- Sweet sparkling wine
- Sweet sparkling wine small bottles
- Sparkling wine rosé
- Sparkling wine rosé small bottles
- Other sparkling

Champagne
- Champagne (0-249)
- Champagne (250-399)
- Champagne (400-..)
- Champagne small bottles
- Champagne large bottles
- Champagne rosé
- Champagne rosé small bottles

Dessertwine
- Sweet white wine
- Sweet white wine small bottles
- Red port
- Red port small bottles
- White port
- Sweet sherry/montilla
- Sweet sherry/montilla small bottles
- Madeira
- Madeira small bottles
- Other quality fortified wine
- Fruit wines

Mulled wine
- Mulled wine

Aperitif
- Sherry/montilla
- Sherry/montilla small bottles
- Vermouth
- Vermouth small bottles
- Aperitif
- Aperitif small bottles
- Sake
- Other wine, segment

Spirits

Aperitif
- Anise
- Aperitif/bitter (spirits)
- Other spirits, segment

Spiced distilled spirits
- Spiced distilled spirits
- Spiced distilled spirits, small bottles

Clear spirits
- Distilled spirits
- Distilled spirits, small bottles
- Flavoured vodka
- Gin
- Gin, small bottles
- White rum
- White rum, small bottles
- Flavoured rum
- Tequila

Liqueurs
- Coffe, cocoa and nut liqueurs
- Coffe, cocoa and nut liqueurs, small bottles
- Cream and egg liqueurs
- Cream and egg liqueurs, small bottles
- Fruit and berry liqueurs
- Fruit and berry liqueurs small bottles
- Swedish punsch
- Other liqueur, spice/herb liqueur included
- Other liqueur, spice/herb liqueur included, small bottles

Avec
- Cognac
- Cognac, small bottles
- Other brandy
- Other brandy, small bottles
- Calvados
- Grappa/marc
- Dark rum
- Dark rum, small bottles

Malt whisky
- Scottish malt whisky ≤ 18 years old
- Scottish malt whisky, small bottles
- Scottish malt whisky > 18 years old
- Other whisky

Whisky
- Scottish blended whisky
- Scottish blended whisky small bottles
- Canadean whisky
- Canadean whisky, small bottles
- American whiskey
- American whiskey, small bottles
- Irish whiskey
- Irish whiskey, small bottles
- Other whisky

Beer, cider and mixed drinks

Beer lager can
- Lager can international (..-5.9%)
- Lager can swedish (..-5.9%)
- Lager extra strong can (6.0%-..)
- Dark lager can

Beer lager bottle
- Lager bottle international (..-5.9%)
- Lager bottle swedish (..-5.9%)
- Lager extra strong bottle (6.0%-..)
- Dark lager bottle

Beer other packaging
- Other lager
- Other ale/porter/stout

Special beer
- Ale bottle (..-5.9%)
- Porter/stout bottle (..-5.9%)
- Ale can (..-5.9%)
- Porter/stout can (..-5.9%)
- Ale extra strong (6.0%-..)
- Porter/stout extra strong (6.0%-..)
- Wheat beer bottle/can
- Other beer

Seasonal beer
- Easter
- Summer
- Octoberfest
- Christmas

Cider & mixed drinks
- Dry/medium dry cider bottle
- Dry/medium dry cider can
- Medium sweet/sweet cider bottle
- Medium sweet/sweet cider can
- Mixed drinks

Alcohol-free

Alcohol-free wine
- Alcohol-free wine

Alcohol-free spirits
- Alcohol-free spirits

Alcohol-free beer
- Alcohol-free beer

Alcohol-free cider
- Alcohol-free cider

Water
- Water

Local selection
Stores can choose a number of items in addition to the centrally allocated range – a 'local selection'. These items are chosen with the aim of supplementing and diversifying the in-store range to suit local demand. Items that are in the fixed range but not stocked by the store can be made available to Systembolaget customers within 48 hours.

Different types of store

The smallest store
The smallest stores are located in rural areas and account for 6 percent of Systembolaget's turnover. These stores stock items from the Base module, which should provide a wide variety of products to suit customer demand, but also take into consideration that Systembolaget is the only point of sale. There are a total of approximately 540 items in the range (including the local selection, fixed and temporary new items).

The next smallest store
This kind of store, accounting for 17 percent of Systembolaget's turnover, can be found in smaller towns or as a complement to a near-by store. Here you will find items from modules Base-T1, the range providing a certain amount of depth as well as breadth so that customers have several alternatives to choose from. There are a total of approximately 950 items in the range (including the local selection, fixed and temporary new items).

The next largest store
These stores are to be found in medium-sized and large cities, and account for 44 percent of Systembolaget's turnover. The range includes items from modules Base-T2, providing breadth and depth. There are a total of approximately 1,490 items in the range (including the local selection, fixed and temporary new items).

The largest store
These stores are to be found in large cities and commercial centres, accounting for 33 percent of Systembolaget's turnover. The stores stock the entire fixed range from modules Base, T1, T2, and T3, providing customers with a very diverse selection of items. There are a total of approximately 1,900 items in the range (including the local selection, fixed and temporary new items).

From order requests to well-stocked shelves

During 2008 and 2009, Systembolaget has been working extensively to train all its store staff in product flow processes. The focus of this training has been to identify how each store can best manage the process from placing product orders with the warehouse to stocking items in-store. The aim is for customers to perceive all our stores to have well-stocked shelves, and to give our store staff more time to meet customers.

In 2009, Systembolaget also launched a new tool to support product flow, providing guidelines on item-positioning and space-allocation. Positioning order in stores is decided centrally, and makes it easier for customers to find the product they are looking for. Shelf space is determined by looking at the sales figures for a particular store, and by ensuring enough items are accommodated to fullfil the store's sales needs, even during the busiest time of the week.

A number of customer flow measurements were conducted in 2008, revealing that our customers make use of the entire shop floor, something that is unusual in retail. Consequently, an item is always well-positioned, wherever it is in the store.

On-order range and private imports

In addition to the ordinary Systembolaget range, an on-order range exists in which customers can find items for order from beverage suppliers' warehouses. These products have not been sampled by Systembolaget or processed through its tender system. A private import service is available to customers requiring help in obtaining other items not included on-order.

Locally-produced items

Systembolaget offers local producers the opportunity to position their products in local stores. There are currently (May 2009) 47 producers with approximately 165 items in Systembolaget stores around Sweden.

Category strategy

Each year, the category managers at Systembolaget create a strategy for the range which describes how it should be structured and ensures work is carried out in a uniform manner, with a view to meeting the objectives stipulated by the strategic framework. Although the category strategy is planned for the long term, it is updated annually to keep it current.

Category roles

The first step in developing the strategy involves linking each category to a *category role*. To ensure we can fulfill our customers' needs in various situations, we have divided the range into various roles. By analysing sales in each role we create a useful tool for distributing the range among the different types of store. Each category role is available in all stores but its distribution depends on the size of the particular store. Our category roles are profile, edge, volume, service, season and innovation.

The primary focus areas for each role are then defined, the following being important for the Systembolaget range: quality, profitability, inspiration, consideration, expertise and efficiency.

Category role – volume

The product categories fulfilling the role *Volume* represent the greatest proportion of sales at Systembolaget, in terms of both volume and value. Most of our customers make their purchases from this product division.

Systembolaget should have a wide range of volume products for which price/quality ratio is the most important parameter for the customer. New products are launched in the fixed and temporary range, the fixed range launches to create competition and renewal in the existing range, and the temporary ones to supplement it.

Items are primarily given module positions in Base through to T2.

Category role – profile

The categories fulfilling the category role *Profile* should primarily demonstrate the advantages of Systembolaget as a monopoly, the range of products to be wide and diverse, and perceived by customers as inspirational and responsible. The catgory should also help customers learn more about our products and give them the opportunity to develop any niche interest they may have for a particular drink.

From strategy to launch

Preconditions

Customer insights
- Customer Satisfaction Index survey
- Other customer surveys
- Consumer segmentation

Outside world
- Trends in: politics, economy, marketing, social changes, technology, product development, environmental issues, and CSR

Sales trends

Framework
- Product range strategy
- Product range model
- Category roles

Decision

Category strategy

Category actions plans

Requirement analysis, area of responsibility

Launch plan

Request for tender

Launch

Satisfied customer

Category action plan

- Range classification
- Segment structure
- Contribution margin limit
- Module positions
- Extra positions
- Free cataloguing
- Price category
- Product launches
- Product display

New products will be launched in both the fixed and temporary range, fixed range launches to supplement and renew the existing selection and temporary launches for inspiration.

Items in these categories should be placed in all modules, Base-T3.

Category role – service
The categories fulfilling the category role *Service* ensure Systembolaget's customers are offered a wide enough selection of products for which there is relatively small demand. The selection of products in most Service categories is narrow and lacks depth.

New products will be launched in both the fixed and temporary ranges, the fixed launches primarily to create competition in the existing range and the temporary ones to provide a supplementary selection for our customers.

The categories is given module positions in Base through to T3.

Category role – edge
Our *Edge* category aims to satisfy the most demanding customers. Products in these categories add depth to the range and primarily focus on the most reputed districts and regions of classic wine countries.

Edge categories will be renewed with launches in the fixed and temporary range, with a lot of focus on our temporary range of exclusive products. Launches in the fixed range will supplement and renew the existing product range, while temporary launches will allow customers to develop their niche interests.

Items are given module positions primarily in T2 and T3. Our temporary exclusive range in T5-T8 only comprises *Edge* products.

Category role – season
The categories fulfilling the category role *Season*, ensure Systembolaget customers are offered an up-to-date and customer-oriented seasonal selection.

Here focus is not fixed module positioning, but on temporary launches which serve to widen and add depth to the range.

Category roles and accompanying categories

Category role Volume
Bottled wine max SEK 69
Bag-in-box
Wine in other packaging
Sparkling wine
Beer lager can
Cider & Mixed drinks
Spiced distilled spirits
Clear spirits
Whisky

Category role Profile
Bottled wine SEK 70-99
Wine in small and large bottles
Champagne
Beer lager bottle
Special beer
Liqueur
Avec
Malt whisky
Alcohol-free

Category role Service
Dessert wine
Aperitif (wine and spirits)
Beer in other packaging

Category role Edge
Bottled wine over SEK 100

Category role Season
Mulled wine
Seasonal beer

Category action plans

Once the category strategy has been created, an action plan is made for each category, detailing how it will be managed in the year ahead. A number of tools can be used for this, and the *category action plans* specify how they will be employed at the category level. These tools are:

- Range classification
- Segment structure
- Contribution margin limits
- Module positions
- Extra positions
- Free cataloguing
- Price category
- Product launches
- Product display

Range classification indicates which range(s) the category will chiefly belong to, for example if it belongs to the fixed, temporary or exclusive ranges.

Segment structure describes whether a selection of products should be wide or narrow, deep or otherwise.

Contribution margin limits control the size of the supplementary range in T9.

Module positions are the number of places available for each segment in the various types of store.

Extra positions are used to offer products with strategically important characteristics and which cannot handle competition in their respective segments. Extra positions have, for example, been allocated to organic products in many categories.

Free cataloguing entails an item, or usually a group of items which are given free cataloguing so that they do not impinge on a store's local selection. All rosé wines, for example, are free catalogued during the summer.

Price category is another important parameter for customers, which is why Systembolaget feels it should offer products in all price ranges, even when a segment does not have price intervals. Vodka, for example, is offered in the price range SEK 180 to 300 in order to satisfy various customer needs.

Product launches are made to supplement, renew and create competition in the range. The number of launches is decided for each category and is distributed between the fixed and temporary ranges.

Product display helps Systembolaget decide in-store product placement in a brand-neutral fashion, enabling customers to find what they want easily and support good store management.

Requirement analysis and launch plan

Based on the action plans, purchasers can conduct *requirement analysis* for their areas of responsibility, linking the preconditions for each area to the needs of the categories. This analysis leads to the purchaser suggesting launches which, after discussion with each category manager, are finalised in the *Launch Plan*.

Tender requests

The next step involves the formation of *tender requests* to Systembolaget's suppliers. Tender requests are based on information in the Launch Plan and specify what type of product Systembolaget is looking for, and which segment, price and flavour type it should belong to. Once tenders have been submitted, purchasers request samples, which are handled by Systembolaget's sampling room. Tender sampling is always performed with random, blind-tasting. The tasting panel evaluates the product's quality in relation to the flavour descriptions in the tender requests, and the product or products which score the highest points and have the greatest internal priority are purchased for *Launch*.

Launch

Prior to launch, a testing panel articulates the product's characteristics, aroma and flavour descriptions later being published in the new product catalogue *Varunytt* on the Systembolaget website and on shelf labels in our stores.

Before products reach the shelves, they are analysed by Systembolaget's own laboratory to ensure the contents are consistent with their product labels and EU requirements. In the days leading up to a launch, purchasers conduct sensory tests to ensure the launched product is the same as the one submitted for tender sampling. Such strategic launches are again subjected to sensory testing after three and six months. You can read more about Systembolaget's quality assurance procedures in the next section.

Quality assurance

It is important that Systembolaget ensures its extensive work in planning and forming strategies leads to the placement of the right products in its range. In terms of credibility and brand neutrality, it is crucial that the products which reach our shelves are of the same quality as the ones which won the tender sampling. For this reason, our quality assurance procedure involves three steps: sensory tests, chemical analysis and label control.

Stages in tender sampling

- Winning samples are selected by blind tasting
- Winning samples for the fixed range are subjected to chemical analysis which serves as a reference in case of any inconsistencies detected later
- The tender sample is archived

Extra tender samples

As the supplier of a winning tender sample, you must be prepared to send in extra samples within four working days of receiving notification of the results, in order to be considered for purchasing. This means you should already have access to extra samples when submitting your tender sample, as follows:

- Wine: three samples
- Beer, cider, mixed drinks: four samples
- Spirits: one sample

Stages in launch sampling

- Sensory sampling of tender sample compared with supplier's sample
- Chemical analysis to ensure product sample fulfills current legal requirements
- Label control: packaging checked it meets current legislation and regulations and the specific demands of our tender requests
- The launch sample is archived

Stages in sampling when sales begin

- We conduct sensory tests on products which have been delivered to stores, comparing them to the tender samples
- Any detected inconsistency is double-checked with a more refined sensory analysis known as a triangle test
- If inconsistencies are confirmed by the triangle test, a comparative quality test will be made
- If inconsistencies are judged to be significant, product samples are taken from a number of different stores
- A new chemical analysis is performed to ensure the store sample matches the tender sample
- The sample taken when sales begin is archived

Post-launch control of products in the fixed range

- Sensory and chemical analysis
- Beer is tested after three months
- Spirits and bottled wine is tested after six months
- Bag-in-box products are tested after three months

Quality assurance of launches

TENDER SAMPLING	LAUNCH SAMPLING	SAMPLING WHEN SALES BEGIN	POST-LAUNCH CONTROL
From supplier Sample is archived	*From supplier* Sample is archived	*From store* Sample is archived	*From store* Sample is archived
Blind tasting	Blind tasting Chemical analysis Label control Characteristics	Blind tasting Label control Triangle test Comparative quality test Chemical analysis	Blind tasting

The quality of our product launches is evaluated at four separate occasions.

Fixed launches 2010

The fixed range satisfies the demands of the majority of Systembolaget's customers in as much as its composition reflects certainty, continuity and a long-term approach.

The range is renewed twice a year, in April and October, and launches are made either to increase the selection or to expose items to competition.

New products are available for twelve months, but after nine months are evaluated for possible placement in the fixed range following the new product trial period. The launches are divided into category groups and categories in order to respond to the sales trends and fashions observed by Systembolaget.

Wine

Fixed launches – March 24, 2010

Bottled wine max SEK 69

Category role	Segment	Module	Origin	Description	Purpose
Volume	Red wine (0-59)	BASE	Italy	SEK 49, twin launch with white wine	Price fighter, modern style of good quality
Volume	Red wine (0-59)	T1	Australia	Max SEK 54, Shiraz, twin launch with white wine	Maintain stable price
Volume	White wine (0-59)	BASE	Italy	SEK 49, twin launch with red wine	Price fighter, modern style of good quality
Volume	White wine (0-59)	T1	Australia	Max SEK 54, Chardonnay, twin launch with red wine	Maintain stable price
Volume	Rosé (0-69)	BASE	USA	SEK 55, White Zinfandel	Very commercial, successful on other markets
Volume	Rosé (0-69)	T1	Spain	SEK 50-59, organic	No organic product currently available in segment
Volume	Red wine (60-69)	BASE	South Africa	Grape blend with Cabernet Sauvignon, PET, twin launch with white wine	Widen PET selection
Volume	Red wine (60-69)	T1	Italy	SEK 65-69, organic from Marche, Abruzzo or Apulia	Widen our organic selection
Volume	White wine (60-69)	BASE	South Africa	Grape blend with Chenin Blanc, PET, twin launch with red wine	Widen PET selection
Volume	White wine (60-69)	T1	Germany	Dry white max 9.5% alcohol	Widen our low-alcohol selection

Bottled wine SEK 70-99

Category role	Segment	Module	Origin	Description	Purpose
Profile	Red wine (70-79)	T1	South Africa	Merlot twin launch with small bottle in T2	Increase customer familiarity, supplement with varietal and packaging
Profile	Red wine (70-79)	T2	Argentina	Patagonia, Malbec	Increase customer familiarity, supplement with new area
Profile	Red wine (80-89)	BASE	Portugal	Dão	Supplement area
Profile	Red wine (80-89)	T2	Portugal	Syrah	Additional style for the origin
Profile	Red wine (80-89)	T3	Spain	Ribera del Duero	Supplement with modern style
Profile	Red wine (80-89)	T3	France	Corsica	Increase customer familiarity, supplement with new area
Profile	Red wine (90-99)	T2	Spain	Montsant	Increase customer familiarity, supplement with new area
Profile	Red wine (90-99)	T3	Italy	Dolcetto	Increase customer familiarity, supplement with new grape
Profile	White wine (70-79)	BASE	New Zealand	Sauvignon Blanc	Create competition, supplement with cheaper alternatives from the country
Profile	White wine (70-79)	T2	Australia	Pinot grigio	Supplement with new varietal
Profile	White wine (80-89)	BASE	Australia	Chardonnay, cool climate	Additional origin and style in the segment
Profile	White wine (80-89)	T2	USA	Viognier or grape blend with Viognier	Supplement with grape and style

forts. Bottled wine max SEK 70-99

Category role	Segment	Module	Origin	Description	Purpose
Profile	White wine (90-99)	T1	Chile	Chardonnay, cool climate	Additional origin and style in the segment
Profile	White wine (90-99)	T2	Italy	Soave	Supplement origin
Profile	White wine (90-99)	T3	South Africa	Sauvignon Blanc	Supplement origin with new style
Profile	Rosé (70-..)	BASE	Spain	Rioja	Premiumise the segment, add origin
Profile	Rosé (70-..)	T1	Australia	-	Premiumise the segment

Bottled wine over SEK 100

Category role	Segment	Module	Origin	Description	Purpose
Edge	Red wine (100-119)	T1	Australia	Cabernet Sauvignon	Add depth to the origin with varietal
Edge	Red wine (100-119)	T2	Portugal	Douro	Add depth to the category role offer
Edge	Red wine (100-119)	T3	New Zealand	Pinot Noir	Add depth to the selection from origin, create competition for existing Pinot noir
Edge	Red wine (120-149)	T2	Spain	Rioja, Reserva	Supplement with styles and create competition
Edge	Red wine (120-149)	T3	Italy	Piemonte, Barbera	Renew selection
Edge	Red wine (120-149)	T3	Italy	Rosso di Montalcino	Create competition for and add depth to the selection from the origin
Edge	Red wine (150-199)	T2	Chile	Bourdeaux blend	Add depth to the origin
Edge	Red wine (200-..)	T3	Argentina	Mendoza	Add depth to the origin
Edge	White wine (100-119)	T2	Italy	Verdicchio	Widen range of varietals and origins in the segment
Edge	White wine (100-119)	T3	Portugal	Alvarinho	Widen category role and segment with varietals and origins
Edge	White wine (120-149)	T3	Germany, Pfalz	Riesling	Add depth to the origin and quality classes for the varietal origin
Edge	White wine (120-149)	T3	South Africa	Chardonnay	Add depth to the segment with origin

Wine small/large bottles

Category role	Segment	Module	Origin	Description	Purpose
Profile	Red wine small bottles	T2	South Africa	Merlot twin launch with large bottle in T1	Increase customer familiarity, supplement with varietal and packaging

Bag-in-box

Category role	Segment	Module	Origin	Description	Purpose
Volume	Rosé box	T1	Spain	SEK 179	Widen selection in the segment
Volume	Red wine box ≥ 3l (0-66SEK/l)	BASE	Spain	Organic	Widen our organic selection
Volume	Red wine box ≥ 3l (67-..SEK/l)	T1	Argentina	SEK 219-229, grape blend with Malbec	Supplement segment with a new origin
Volume	White wine box ≥ 3l (0-56SEK/l)	BASE	Spain	SEK 159	Price fighter, modern style of good quality
Volume	White wine box ≥ 3l (57-66SEK/l)	BASE	France	SEK 180-189, Loire, VdP	France under-represented in the segment; in great need of a good value Sauvignon Blanc from France
Volume	White wine box ≥ 3l (57-66SEK/l)	T1	Australia	SEK 189-195, grape blend with aromatic varietals	New grape blend from attractive origin, reliable selection priced under SEK 200

Wine in other packaging

Category role	Segment	Module	Origin	Description	Purpose
Volume	Rosé not bag-in-box or bottle	BASE	Chile	Cardboard packaging screw cap, max SEK 59, preferably organic	Supplement segment with a new origin
Volume	Red wine not bag-in-box or bottle	T1	Argentina	Cardboard packaging screw cap, max SEK 63, organic/or fair trade, twin launch with white	Widen organic and fair trade selection
Volume	White wine not bag-in-box or bottle	T1	Argentina	Cardboard packaging screw cap, max SEK 59, organic/or fair trade, twin launch with red	Widen organic and fair trade selection

Sparkling

Category role	Segment	Module	Origin	Description	Purpose
Volume	Sparkling wine rosé	T1	Spain	SEK 60-69, Cava, twin launch with small bottle	Supplement segment with a product priced SEK 60-69
Volume	Sparkling wine rosé small bottles	T1	Spain	SEK 35-45, Cava, twin launch with large bottle	No product currently available in segment
Volume	Sweet sparkling wine	BASE	Hungary	Max SEK 50	Price fighter, modern style of good quality

Champagne

Category role	Segment	Module	Origin	Description	Purpose
Profile	Champagne (250-399)	T1	France	Vintage brut, twin with large bottle T1	Create competition and supplement
Profile	Champagne small bottles	T2	France	Vintage brut, twin with small bottle T2	Create competition and supplement

Dessertwine

Category role	Segment	Module	Origin	Description	Purpose
Service	Sweet white wine small bottles	T3	France	Organic	No organic alternative in segment

Fixed launches – October 1, 2010

Bottled wine max SEK 69

Category role	Segment	Module	Origin	Description	Purpose
Volume	Red wine (0-59)	BASE	Spain	SEK 55, organic, twin launch with white wine	Widen our low-price organic selection
Volume	Red wine (60-69)	BASE	Argentina	SEK 60-64 Malbec	Price presser, we have few products priced SEK 60-64
Volume	Red wine (60-69)	BASE	France	Southern Rhône	France under-represented in the segment, meet customer demand
Volume	Red wine (60-69)	T1	Spain	Organic	Widen the organic selection
Volume	Red wine (60-69)	T1	Chile	Syrah, preferably PET	Widen PET selection
Volume	White wine (0-59)	BASE	Spain	SEK 55, organic, twin launch with red wine	Widen our low-price organic selection
Volume	White wine (60-69)	BASE	Chile	SEK 65-67, Sauvignon Blanc	Widen selection of Sauvignon Blanc
Volume	White wine (60-69)	T1	Hungary	SEK 60-64 Grüner Veltliner	Great success for Grüner Veltliner, a cheaper alternative than Austria

Bottled wine max SEK 70-99

Category role	Segment	Module	Origin	Description	Purpose
Profile	Red wine (70-79)	BASE	Italy	Veneto IGT "appasimento"	Supplement and create competition
Profile	Red wine (70-79)	T1	Spain	Rioja Crianza	Renew selection
Profile	Red wine (70-79)	T2	Chile	Pinot Noir	Supplement varietal
Profile	Red wine (80-89)	BASE	France	Côtes-du-Rhône, organic	Add depth, supplement organic
Profile	Red wine (90-99)	T2	New Zealand	Syrah	Supplement varietal
Profile	Red wine (80-89)	T3	Australia	Coonawarra, Cabernet Sauvignon	Add depth, increase customer familiarity, add area
Profile	Red wine (80-89)	T3	Argentina	Pinot Noir	Add depth, increase customer familiarity, add varietal
Profile	Red wine (90-99)	T1	Australia	Barossa Shiraz triple launch with small and magnum	Supplement
Profile	Red wine (90-99)	T2	USA	Rhône blend	Supplement
Profile	Red wine (90-99)	T3	France	Vinsobres	Supplement new AC
Profile	Red wine (90-99)	T3	South Africa	Grape blend with Carbernet Sauvignon and Shiraz	Supplement blend
Profile	White wine (70-79)	T1	Chile	Grape blend with Chardonnay	Supplement with new style for the origin
Profile	White wine (70-79)	T2	Austria	Sauvignon Blanc grape blend, Steiermark	Supplement with new grape
Profile	White wine (80-89)	T1	New Zealand	Chardonnay, Burgundy style	Add style
Profile	White wine (80-89)	T3	Germany	Mosel Kabinett or Spätlese Feinherb	Supplement, add depth, new style
Profile	White wine (80-89)	T3	Italy	Sardinia	Supplement, add depth and area
Profile	White wine (90-99)	T2	Argentina	Chardonnay grape blend	Add new style to origin
Profile	White wine (90-99)	T3	Lebanon	Grape blend international grapes	Add white to origin
Profile	White wine (90-99)	T3	Italy	Campania	Add area, increase customer familiarity
Profile	White wine (90-99)	T3	Greece	Sauvignon Blanc/Assyrtiko	Add white to origin

Bottled wine over SEK 100

Category role	Segment	Module	Origin	Description	Purpose
Edge	White wine (100-119)	T2	France	Loire, dry, Chenin Blanc	Add depth to the origin with grape varietal, poss. organic
Edge	White wine (120-149)	T3	South Africa	White grape blend with Chenin Blanc base	Add depth to segment with origin
Edge	White wine (120-149)	T3	Germany	Riesling	Add depth to origin and quality classes for the grape/origin

forts. Bottled wine over SEK 100

Category role	Segment	Module	Origin	Description	Purpose
Edge	White wine (100-119)	T3	Spain	Domestic grapes	Add depth with new grape and origin
Edge	Red wine (100-119)	T1	Spain	Tempranillo/Cabernet Sauvignon, Castilla y Leon	Add depth to origin
Edge	Red wine (120-149)	T1	Argentina	Malbec (Super premium)	Add depth to segment with origin
Edge	Red wine (100-119)	T2	Germany	Spätburgunder	Add depth to category role with origin
Edge	Red wine (120-149)	T2	France	Southern Rhône Cru	Add depth to origin
Edge	Red wine (100-119)	T2	Australia	Blend	Organic
Edge	Red wine (120-149)	T3	Spain	Ribera del Duero, Crianza	Add depth to origin
Edge	Red wine (120-149)	T2	Chile	Organic grape blend	Organic and widen segment with origin
Edge	Red wine (120-149)	T3	Italy	Bolgheri	Add depth to origin
Edge	Red wine (100-119)	T3	Argentina	Blend	Organic

Wine small/large bottles

Category role	Segment	Module	Origin	Description	Purpose
Profile	Red wine small bottles	T2	Australia	Barossa Shiraz triple launch with large and magnum	Supplement
Profile	Red wine fullsize bottles	T2	Australia	Barossa Shiraz triple launch with large and small bottle	Supplement

Bag-in-box

Category role	Segment	Module	Origin	Description	Purpose
Volume	Red wine box 1.5-2l	T2	Italy	Veneto IGT	Widen selection with a further classic origin
Volume	Red wine box ≥ 3l (0-66SEK/l)	T1	Italy	SEK 199 Sicily, Syrah	Create competition in existing category
Volume	Red wine box ≥ 3l (67-..SEK/l)	BASE	USA	SEK 219 Zinfandel	Great demand for bottled wine, this origin lacking in segment
Volume	White wine box 1.5-2l	T2	USA	SEK 129-149 Chardonnay	Widen with classic origin/varietal

Sparkling

Category role	Segment	Module	Origin	Description	Purpose
Volume	Sparkling wine (0-69)	BASE	Italy	Prosecco, joint launch with small bottle	Widen selection in the segment
Volume	Sparkling wine (70-99)	T1	Italy	SEK 70-79, organic	Currently no organic selection in segment
Volume	Sparkling wine (100-..)	T2	Australia	SEK 85-95	Create competition in existing category
Volume	Sparkling wine small bottles	T1	Italy	Prosecco, joint launch with large bottle	Widen selection in the segment

Champagne

Category role	Segment	Module	Origin	Description	Purpose
Profile	Champagne (250-399)	T2	France	Blanc de noir	Supplement, add depth
Profile	Champagne (400-..)	T3	France	-	Add depth, increase customer familiarity
Profile	Champagne rosé	T2	France	-	Supplement segment

Bottled wine max SEK 69

In 2010 we plan to launch 18 wines in this category, the purpose being to create competition in the fixed range and to renew the selection. Price is the most important customer parameter in this category, and we will continue to launch low-price items. Launching products from a wide number of origins is important to us in this regard, as it reduces the risk of price hikes caused by fluctuations in the exchange rate and unstable climates.

Three twin launches of red and white wine will be launched in the *lowest priced (SEK 0-59)* segments – one from Italy, one from Australia and an organic twin launch from Spain. We see twin launches as a way of obtaining a better deal, the launch being larger and therefore more able to carry the inherent costs. The three twin launches have been placed in different price intervals to cater for the needs of different customer groups.

The widest selection of bottled wines in the *red and white wine SEK 60-69* segments is to be found in the fixed range, which is why a relatively high number of launches will be made in this segment in order to maintain healthy levels of competition. Six launches of red wine are planned for 2010, of which two are organic and at least one PET-packaged product. There will be four white wine launches, one of which should be a lower-alcohol product and one PET-packaged.

Since customer demand for rosé continues to rise, we are planning two launches for April 2010 in order to supplement the fixed range of these products – an organic wine from Spain and a commercially and internationally successful style from the USA.

Bottled wine SEK 70-99

Segments in this category have seen a sales upturn in recent years, and customers are open to trying new products and investigating what we have on offer. Our strategy involves addressing this curiosity by launching wines which inject novelty into the category, for example, wines with new flavour types, origins or varietals. Classic origins or varietals may also be included to supplement the existing range.

We are planning 37 launches of wine in this category for 2010. The first PET-packaged product was launched in the *bottled wine max SEK 69* category in April 2009, and although no specific requests for PET will be made for *bottled wine SEK 70-99*, we would like to see PET offered in future tenders for 2010.

The *SEK 70-79* segments will see a launch of Crianza from Rioja, supplementing the selection from this district, and a launch of Pinot Noir from Chile. Since the latter wine type has been very successful in the temporary range, we now want to include one in the fixed range. Appasimento, a northern Italien style flavour type made from dried grapes is also in demand, and we are looking to supplement the category with one of these wines in a more competitive price interval.

We will be supplementing our selection of Argentinean reds with a Malbec wine from Patagonia, while a request for South African wine will be made for twin launch of a half and full-size bottle.

Regarding white wine, we would like to expand the category with some new varietals, such as a Pinot grigio from Australia, a Sauvignon Blanc from New Zealand and a Sauvignon Blanc blend from Steiermark, Austria.

Requests will be be made for an organic white from France in the *SEK 80-89* segments, which we also want to supplement with wines from Corsica, Ribera del Duero, Dão, Coonawarra and Sardinia. New flavour types/grape blends will also be requested for various origins, such as a Burgandy-style Chardonnay from New Zealand, Feinherb from Germany and Dolcetto from Italy.

The *SEK 90-99* segments will be supplemented with new origins, flavour types and varietals, which means introducing a red wine from Montsant, Campania and Vinsobres, and a white wine from Lebanon and Greece.

April will see renewal in our selection of rosé, with a wine from Australia and one from Rioja.

Bottled wine over SEK 100

Twelve new wines will be launched in this category in April 2010: four white and eight red.

For *white wine SEK 100+* segments we are looking for wines to widen and create depth to our selection of grapes and origins. These segments are dominated by France, so we will be focusing on other origins. An Italian Verdicchio will be launched to meet demand in the upper and lower-priced segments, a dry Riesling will add depth to the German selection, Alvarinho from Portugal will widen the choice of varietals and a Chardonnay from South Africa will add depth to the selection of wines from this country.

Widening our selection of *red wines SEK 100+* with more origins is also desirable, as is creating competition and to some extent supplementing the existing category. There will be two launches from Italy – one of a Barbera wine and one from the region of Tuscany.

We intend to add depth to our Edge category by including a Bordeaux blend from Chile, a launch from Argentina, and from Europe wines from Rioja in Spain, and Douro, Portugal. The last of the launches of red wine will be a Cabernet Sauvignon based wine from Australia and a Pinot Noir from New Zealand.

October will see the launch of 13 new wines in the Edge category: nine red and four white, the latter continuing to widen our selection of white wines in terms of varietals. Launches are planned for two Chenin Blanc, a dry wine from France and one from South Africa. We are also planning a launch of dry Riesling from Germany and a white wine made from the Spanish Verdejo varietal.

The selection of organic reds will be supplemented with a wine from Australia, one from Chile and one from Argentina, from which there will also be a launch of higher quality Malbec.

A launch from Bolgheri will add depth to Systembolaget's selection of Italian wines, for which demand continues to be strong. Our selection of French wines will be deepened by making room for another wine from the southern Rhône valley, while our Spanish selection will be widened with a product from Castilla y Leon and deepened with a Ribera del Duero wine. A Spätburgunder will add depth to the selection of German *red wine SEK 100+*.

Wine in small and large bottles

The demand for wine in small bottles is rising, and our selection is much larger than it was a few years ago.

Systembolaget wants to continue improving its selection of these products and see a need for more premium product options.

2010 will see the launch of two new reds in small bottles and one magnum. To create a wider launch we have decided to link a small bottle to a magnum, and a small one to a full-size product. We have selected a Barossa Shiraz for the magnum and a South African Merlot for the small+full-size duo.

Bag-in-box

The interest in bag-in-box wines remains great, although sales increases are not as marked as before. In this, and other volume-driven categories, launches are primarily aimed at creating competition in the existing category, but here we also see a need for renewal with additional origins and varietals, which is why we are launching five red bag-in-box in 2010. One of these will widen our organic selection with a new origin, Spain, while another will be a small format bag-in-box from Veneto, Italy, since a 'mini Amarone' in this format could interest our customers.

Four white bag-in-box wines are planned for launch, three of which will be in April because we feel communicating the arrival of a new white bag-in-box is easier in the summer. The white bag-in-box planned for October will be a smaller format product in a higher price interval. In our experience, white wines of higher quality and price establish themselves equally well in summer and winter.

Our selection of bag-in-box rosé will be widened with a launch from Spain. Customers appreciate rosé wines from this country, and we think it is the right origin to launch in the fixed range.

Wine in other packaging

Three new products are planned for launch in April 2010: a twin launch from Argentina comprising organic, Fair Trade or combined products in 1 litre, screw-capped cartons. This launch will introduce a new origin and new product dimension into the category.

The category will also be supplemented with a Chilean rosé – again in 1 litre, screw-capped cartons and preferably organic.

Sparkling wine

Systembolaget has introduced price segments for sparkling white wine in this category so that competition is fairer in all price intervals. New segments have also been introduced for sparkling rosé, other sparkling wines and small bottles in order to create a more customer-oriented range.

Seven sparkling wines will be launched in 2010. In April, we would like to introduce a sweet wine from Hungary to compete with the existing range, offering a low price alternative which is of a modern style and good quality. There will also be a launch of sparkling rosé in full-size and half bottles, to supplement the fixed range with smaller sizes.

Amongst other launches in October, an organic launch will supplement our small selection of organic sparkling wines, for which customer demand is great.

Champagne

Champagne sales have also gone up in recent years, and we see an increased customer interest in the product and a need to include a number of different brands, styles and vintages. A decline in sales has most recently been detected in the most expensive *Champagne* segment, probably due to the current economic downturn.

In view of the price developments for Champagne, we would like to launch items to compete with existing ones. We are therefore choosing to supplement the range with a variety of products in the medium price interval, but also launching a rosé, blanc de noir and a smaller bottle. There are five new-item launches planned for the *Champagne* category.

Dessert wine

Demand for organic products continues to burgeon in all categories, motivating the supplementation of this category with a small bottle of sweet, white organic wine. The small bottle segment is experiencing greatest development but currently lacks an organic option.

Spirits

Fixed launches – March 24, 2010

Aperitif

Category role	Segment	Module	Origin	Description	Purpose
Service	Aperitif	T1	Spain	Sangria	Great customer demand, supplement segment
Service	Aperitif/bitter (spirits)	T2	-	Ready-mixed cocktail in 750-1000ml packaging, twin launch	Inspiration and Increase customer familiarity
Service	Aperitif/bitter (spirits)	T2	-	Ready-mixed cocktail in 750-1000ml packaging, twin launch	Inspiration and Increase customer familiarity

Spiced distilled spirits

Category role	Segment	Module	Origin	Description	Purpose
Volume	Spiced distilled spirits	T2		PET 500 ml, low alcohol (25-32%) and organic	Widen selection with PET, low alcohol and organic

Clear spirits

Category role	Segment	Module	Origin	Description	Purpose
Volume	Flavoured rum	BASE		New flavours	Widen selection with up to date flavours
Volume	Gin	T1		Organic	Widen selection in the segment

Liqueurs

Category role	Segment	Module	Origin	Description	Purpose
Profile	Fruit and berry liqueurs	BASE	-	Combi pack	Increase customer familiarity, classic cocktail liqueurs
Profile	Fruit and berry liqueurs small bottles	T1	-	Organic	Create depth, organic selection

Avec

Category role	Segment	Module	Origin	Description	Purpose
Profile	Cognac	BASE	France	Max SEK 299	Create competition due to price increases in Fixed range
Profile	Dark rum	T2	-	-	New origin, increase customer familiarity
Profile	Chocolate, coffee, and nut liqueurs half bottles	T2	-	-	New flavour, inspiration

Malt whisky

Category role	Segment	Module	Origin	Description	Purpose
Profile	Scottish malt whisky ≤ 18 years old	T2	Scotland	Combi pack	Increase customer familiarity, inspiration
Profile	Scottish malt whisky ≤ 18 years old	T3	Scotland	15-18 years	Inspiration, supplement segmentet
Profile	Other malt whisky	T2		-	New origin, increase customer familiarity

Fixed launches – October 1, 2010

Aperitif

Category role	Segment	Module	Origin	Description	Purpose
Service	Aperitif/bitter (spirits)	BASE		Ready-mixed drink/cocktail in 250ml can, triple launch	Inspiration and innovation
Service	Aperitif/bitter (spirits)	BASE		Ready-mixed drink/cocktail in 250ml can, triple launch	Inspiration and innovation
Service	Aperitif/bitter (spirits)	BASE		Ready-mixed drink/cocktail in 250ml can, triple launch	Inspiration and innovation
Service	Aperitif	T1	EU	Vermouth half bottle flavoured with fruit or berries	Renew and widen selection of small bottles

Clear spirits

Category role	Segment	Module	Origin	Description	Purpose
Volume	Unspiced distilled spirits	BASE		PET, organic	Widen the organic selection and launch PET in segment
Volume	Flavoured vodka	BASE		New flavours	Widen selection with up to date flavours

Liqueurs

Category role	Segment	Module	Origin	Description	Purpose
Profile	Cream and egg liqueurs	T2	-	Organic	Supplement with organic
Profile	Fruit and berry liqueurs small bottles	T1	-	New flavour	Renew and inspire

Avec

Category role	Segment	Module	Origin	Description	Purpose
Profile	Cognac	T2	France	Organic	Supplement with organic
Profile	Dark rum small bottles	T2	-	Small bottle	Supplement, increase customer familiarity
Profile	Dark rum	T3	-	Aged	Supplement premium

Whisky

Category role	Segment	Module	Origin	Description	Purpose
Volume	Scottish blended whisky	T1	Great Britain	Scottish blended 700 ml, PET, twin launch with half bottle	Launch PET in segment
Volume	Scottish blended whisky small bottles	T1	Great Britain	Scottish blended 350 ml, PET, twin launch with large bottle	Launch PET in segment
Volume	Scottish blended whisky or american whiskey	T2	Great Britain/ USA	Grain/Rye whisk(e)y	An alternative for whisky connoisseurs and cocktail masters

Malt whisky

Category role	Segment	Module	Origin	Description	Purpose
Profile	Scottish malt whisky ≤ 18 years old small bottles	BASE	Scotland	Small bottle	Renew and inspire
Profile	Scottish malt whisky ≤ 18 years old	T2	Scotland	Not age or distillery designated	Supplement good value
Profile	Scottish malt whisky > 18 years old	T3	Scotland	Small bottle	Supplement, increase customer familiarity

Aperitif

The aperitif category has experienced somewhat of a downturn in sales in recent years, and the number of launches has been relatively low. Here we see an opportunity to modernise our selection with products which increase customer familiarity and inspiration.

The strong international trend for cocktails has endured for a number of years and has also gained hold in Sweden. In April we will therefore be launching ready-mixed cocktails – drinks which are geared to customers seeking cocktail inspiration and know-how without having to obtain all the ingredients themselves.

These ready-mixed drinks will have clear premium product profile and be available in larger packaging designed for several servings. In October, the follow-up launch will consist of three ready-mixed drinks in smaller, one-serving packages, also with a clear premium product profile in terms of flavours and package design. These launches will help renew the aperitif category.

A launch of sangria is planned to supplement the category as previous launches have been in great demand, even after the end of summer. One last launch, of flavoured vermouth in half bottles, is planned for October to supplement and renew the range.

Spiced distilled spirits

In order to generate renewal in the *spiced distilled spirits* category in 2010 we will be making a launch in the fixed range, for which we would like an organic, lower-alcohol product in PET bottles.

Clear spirits

There will be four launches in this category to widen our selection with new flavours and organic alternatives. In April, in time for summer, we will be launching an organic gin and a flavoured rum, whereas October will see the launch of a flavoured vodka and an organic vodka – this time in PET bottles.

Liqueurs

The sales trend for liqueurs goes against the overall sales trend for spirits, inasmuch as there is a slight upturn. We would like to supplement this category with new flavours and other attributes, such as organic options.

Combination packs of classic liqueurs will be requested with a view to offering customers drinks ingredients – a variety pack of small bottles containing classic flavours which can be used to create cocktails.

Since there are currently no organic products in this category, we would like to introduce them into the cream/egg liqueur and fruit/berry segments, the latter of which is also due for updating with a completely new flavour. A total of four launches in the liqueur category will be made in 2010.

Avec

The sales trend for this category is primarily driven by dark rum, as sales of Cognac and other avec have gone down, or remain the same. Since prices of Cognac in particular have gone up, we would like to launch a more competitively priced product which will hopefully serve a wider customer base. Organic options are currently lacking in our selection of Cognacs, which we want to supplement with a more premium-oriented style product. We aim to continue addressing customer interest in rum by launching a half bottle, a new origin, and a rum of older age.

Whisky

A twin launch of Scotch in full and half-sized PET bottles will renew our range of Scottish blended whisky in October 2010. We believe our customers are ready for a new type of packaging in this category.

We also plan to launch a rye or grain whisky to provide more choice for whisky connoisseurs and cocktail buffs.

Malt whisky

In Sweden, demand for malt whisky has been high for a long time, as is also reflected in sales figures. We will be renewing and supplementing the category in line with previous strategies, but also want to offer a wider selection of small bottles.

New origins will also be introduced into the *malt whisky* category. Great customer response to a box set of three different types of whisky launched in 2008 now prompts us to supplement the category with another pack of this kind, and we will deepen the category by including more malt whisky (15-18 yo). The fixed range will thus see a total of six new malt whisky launches during 2010.

Beer, cider and mixed drinks

Fixed launches – March 24, 2010

Beer lager can

Category role	Segment	Module	Origin	Description	Purpose
Volume	Lager can international (..-5.9%)	BASE		330 ml	Widen selection of 330 ml
Volume	Lager can swedish (..-5.9%)	T1	Sweden	330 ml, organic, alcohol content <5.0%	Widen selection of 330 ml, organic and lower alcohol lager

Beer lager bottle

Category role	Segment	Module	Origin	Description	Purpose
Profile	Lager bottle international (..-5.9%)	BASE	-	PET	Supplement with packaging
Profile	Lager bottle swedish (..-5.9%)	BASE	Sweden	PET	Supplement with packaging
Profile	Lager bottle swedish (..-5.9%)	T1	Sweden	Microbrewery	Increase customer familiarity, inspiration

Special beer

Category role	Segment	Module	Origin	Description	Purpose
Profile	Ale bottle (..-5.9%)	T1	Scandinavia	Microbrewery	Increase customer familiarity, inspiration
Profile	Ale bottle (..-5.9%)	T3	-	Organic	Supplement segment with organic
Profile	Ale extra strong (6.0%-..)	T2	Scandinavia	IPA	Increase customer familiarity, inspiration
Profile	Wheat beer bottle/can	T1		Flavoured, can	Renew and inspire

Cider & mixed drinks

Category role	Segment	Module	Origin	Description	Purpose
Volume	Medium sweet/ sweet cider bottle	T1		Organic	No organic selection currently in the segment
Volume	Mixed drinks	BASE		Triple launch, same brand, different flavours	Modernise
Volume	Mixed drinks	BASE		Triple launch, same brand, different flavours	Modernise
Volume	Mixed drinks	BASE		Triple launch, same brand, different flavours	Modernise

Fixed launches – October 1, 2010

Cider & mixed drinks

Category role	Segment	Module	Origin	Description	Purpose
Volume	Dry/medium dry cider can	T2		New flavour, poss. organic	Widen selection with new flavour and poss. organic

Beer lager can

Category role	Segment	Module	Origin	Description	Purpose
Volume	Lager extra strong can	T1		330 ml, alcohol content 6-7%	Renew selection in segment

Beer lager bottle

Category role	Segment	Module	Origin	Description	Purpose
Profile	Lager bottle international (..-5.9%)	T1	-	Organic	Supplement organic in segment
Profile	Lager bottle swedish (..-5.9%)	BASE	Sweden	Organic	Supplement organic in segment
Profile	Dark lager bottle	T2	-	-	Supplement with new origin

Special beer

Category role	Segment	Module	Origin	Description	Purpose
Profile	Ale bottle (..-5.9%)	T1	Not Scandinavia	-	Increase customer familiarity, inspiration
Profile	Porter/stout bottle (..-5.9%)	T2	Sweden	-	Premium, Increase customer familiarity
Profile	Ale can (..-5.9%)	T1	-	Can	Renew and inspire
Profile	Porter/stout can (..-5.9%)	T2	-	Can	Renew and inspire
Profile	Ale extra strong (6.0%-..)	T2	Belgium, UK	-	Supplement base range
Profile	Porter/stout extra strong (6.0%-..)	T3	USA	Imperial porter/stout	Increase depth, customer familiarity, add origin
Profile	Wheat beer bottle/can	T2	Germany	Weizenbock	Premium, increase customer familiarity, add style
Profile	Other beer	T3	-	Kriek	Inspiration, increase customer familiarity, add style

Beer lager can

The *beer lager can* category largely consists of well-established products which have a loyal customer base. In 2010 we will renew this category by investing in the smaller format 330 ml cans for which we see customer demand growing, and concentrating on products with lower alcohol contents and organic options.

Beer lager bottle

Sales of bottled lager are increasing, primarily in the lower alcohol segments, which is a positive development. Sales of both Swedish and international beers are on the up and we see increased demand for beer from 'microbreweries'.

Systembolaget would like to renew its range by adding more organic and PET-packaged products, and welcomes the transition to organic production or PET-packaging for existing products. The ordinary tender references for glass bottles can be used for PET bottle replacements. We will also be requesting a lager from a Swedish microbrewery, completing our total of six new-item launches in the *beer lager bottle* category in 2010.

Special beer

Of all our beer categories, special beer has experienced the greatest growth, from having a share of 1.5 percent of the market a few years ago to 2.8 percent of current total beer sales in Sweden.

Systembolaget customers are becoming more interested in and knowledgeable about beer, prompting our strategy of launching new items to supplement the existing range and to include items for which we see increased demand.

For ale this means launching products from microbreweries in Sweden, Scandinavia, Belgium or Great Britain and supplementing the current selection of organic products.

In the autumn, our porter and stout selection will be supplemented with a launch from Sweden and one from the USA. Since we have no premium ale, porter or stout in the canned segments, we will be launching two such products in October 2010.

Wheat beer is a segment in the *special beer* category experiencing rapid growth, and one we would like to renew, firstly in the spring with a wide launch of a flavoured beer and secondly, in the autumn with a more premium-oriented Weizenbock. The category will be further revitalized in October with the launch of a traditional Kriek.

Cider & mixed drinks

In 2010, our fixed range of cider will be renewed with one, or possibly two organic launches. We believe demand exists for both sweet and dry cider, and for the latter (which is dominated by apples) we would like to see a new flavour to renew the selection on offer.

April will see a triple launch in the mixed-drink segment, which is in need of modernisation and a new brand. A Base launch of the same brand in three different flavours will set the tone for establishing new items in the category.

Alcohol-free

Alcohol-free is a priority area for Systembolaget, sales continuing to rise as customers find it increasingly natural to opt for alcohol-free products when visiting our stores. In 2008, sales of alcohol-free by volume went up 6.5 percent, a positive trend fuelled by increases in practically all segments.

We feel prompted to make several launches of alcohol-free products in 2010 to keep up to date with increased demand. Requests will therefore be made for items to renew and supplement the fixed range and to inject novelty and assimilate seasonal trends in the temporary range. Launches may occur in all segments and tender requests will be published on the *Leveransen* website. We also welcome suggestions for launches of other products in addition to those listed.

Temporary launches 2010

The temporary range offers customers variety and novelty value. This range accommodates products that are temporary because of limited availability in terms of time or volume, and is the range in which most of Systembolaget's new-item launches are made.

As of 2010, temporary launches in modules Base-T3 will be made five times a year: spring (February-April), Easter, summer (May-August), autumn (September-November) and Christmas and New Year.

These items are in the product range for a limited period – for as long as the season lasts. However, our customers appreciate being able to purchase temporary new items for a longer period (having found what they like and wanting to purchase it again), and by stocking temporary items for a whole season we can meet their expectations.

Themes

In this year's Launch Plan, Systembolaget use themes to facilitate communication with customers about the temporary launches.

Spring

Launch date: 1 February 2010

Our theme for spring launches will be wines that can team up well with hot and spicy cuisine, for example wines that are Soft & Fruity and Grapey & Flowery. Wines from North and South America are also included in the theme for spring launches. The launch will be more specified in the request for tender.

Bottled wine max SEK 69

Segment	Category role	Module	Origin	Description	Theme
Red wine (0-59)	Volume	BASE	Argentina	Bonarda	North and South America
Red wine (60-69)	Volume	BASE	France	Beaujolais	Soft & Fruity
Red wine (60-69)	Volume	T1	Chile		North and South America
Red wine (60-69)	Volume	T1	Argentina	Fairtrade	North and South America
White wine (0-59)	Volume	BASE	Spain	Grape blend with Muscat	Grapey & Flowery
White wine (60-69)	Volume	BASE	Chile	Grape blend with Sauvignon Blanc and Riesling	North and South America
White wine (60-69)	Volume	T1	Italy	Gewürztraminer	Grapey & Flowery

Bottled wine SEK 70-99

Segment	Category role	Module	Origin	Description	Theme
Red wine (70-79)	Profile	BASE	Chile	Pinot Noir	Soft & Fruity/North and South America
Red wine (70-79)	Profile	BASE	Argentina	Unusual varietal	North and South America
Red wine (70-79)	Profile	BASE	Spain	Joven or semi Crianza	Soft & Fruity
Red wine (80-89)	Profile	T1	Chile	Cabernet Franc	North and South America
Red wine (80-89)	Profile	T1	France	Jura	Soft & Fruity
Red wine (80-89)	Profile	T2	Chile	Syrah/Nebbiolo or Syrah/Carignan	North and South America
Red wine (80-89)	Profile	T3	Australia	Pinot Noir	Soft & Fruity
Red wine (90-99)	Profile	T2	USA	Pinot Noir	Soft & Fruity /North and South America
Red wine (90-99)	Profile	T3	France	Saumur or Anjou	Hot and spicy cuisine
White wine (70-79)	Profile	BASE	Austria	Riesling	Riesling
White wine (70-79)	Profile	BASE	Germany	Grape blend with Gewürztraminer	Grapey & Flowery
White wine (70-79)	Profile	BASE	USA	Pinot Grigio	Grapey & Flowery/North and South America
White wine (80-89)	Profile	T1	New Zealand	Gewürztraminer	Grapey & Flowery, new varietal

forts. Bottled wine SEK 70-99

Segment	Category role	Module	Origin	Description	Theme
White wine (80-89)	Profile	T1	Chile	Organic, Gewürztraminer or Viognier	Grapey & Flowery/North and South America
White wine (80-89)	Profile	T2	Argentina	Viognier	Grapey & Flowery/North and South America
White wine (80-89)	Profile	T2	Spain	-	Grapey & Flowery
White wine (80-89)	Profile	T3	Luxemburg	Riesling	Riesling
White wine (90-99)	Profile	T2	France	Riesling	Riesling

Bottled wine over SEK 100

Segment	Category role	Module	Origin	Description	Theme
White wine (100-119)	Edge	T2	Germany	Mosel Riesling Kabinett	Riesling
White wine (120-149)	Edge	T3	France	Pinot Gris GC	Hot and spicy cuisine/Grapey & Flowery
White wine (100-119)	Edge	T3	Germany	Riesling trocken	Riesling
Red wine (100-119)	Edge	T2	Australia	Pinot Noir	Soft & Fruity
Red wine (120-149)	Edge	T2	France	Pinot Noir, organic	Soft & Fruity
Red wine (100-119)	Edge	T2	France	Loire	Hot and spicy cuisine
Red wine (120-149)	Edge	T3	France	Côte Chalonnaise	Soft & Fruity
Red wine (120-149)	Edge	T3	Germany	Spätburgunder	Soft & Fruity
Red wine (100-119)	Edge	T3	Italy	Piedmont	Hot and spicy cuisine
Red wine (100-119)	Edge	T3	France	Beaujolais Cru	Soft & Fruity
Red wine (150-199)	Edge	T3	France	Côte Chalonnaise, 1er Cru	Soft & Fruity
Red wine (120-149)	Edge	T3	USA	Pinot Noir, California	Soft & Fruity/North and South America
Red wine (150-199)	Edge	T3	New Zealand	Pinot Noir	Soft & Fruity
Red wine (150-199)	Edge	T3	USA	Pinot Noir, Oregon	Soft & Fruity/North and South America

Sparkling

Segment	Category role	Module	Origin	Description	Theme
Sparkling wine (0-69)	Volume	T1	Hungary	Medium dry	Grapey & Flowery

Dessert wine

Segment	Category role	Module	Origin	Description	Theme
Sweet white wine small bottles	Service	T1	Chile/Argentina	Premium	North and South America
Sweet white wine	Service	T3	Brazil/Uruguay	Lightly sparkling Moscato	North and South America
Sweet white wine	Service	T2	Italy	Moscato d'Asti	Spring

Spiced distilled spirits

Segment	Category role	Module	Origin	Description	Theme
Spiced distilled spirits small bottles	Volume	BASE		Spring snaps, organic	Spring

Avec

Segment	Category role	Module	Origin	Description	Theme
Avec	Profile	T3	-	Older vintage	
Calvados	Profile	T2	France		Spring

Lager bottle

Segment	Category role	Module	Origin	Description	Theme
Lager bottle swedish (..-5,9%)	Profile	BASE	Sweden		Hot and spicy cuisine
Lager bottle swedish (..-5,9%)	Profile	T2	Sweden		Hot and spicy cuisine

Special beer

Segment	Category role	Module	Origin	Description	Theme
Ale bottle	Profile	BASE	USA		North and South America
Ale bottle (..-5,9%)	Profile	T2	USA		North and South America
Ale bottle (..-5,9%)	Profile	T2	Sweden		Hot and spicy cuisine
Wheat beer bottle/can	Profile	T1	-		Hot and spicy cuisine
Wheat beer bottle/can	Profile	T2	-		Hot and spicy cuisine

Cider & mixed drinks

Segment	Category role	Module	Origin	Description	Theme
Medium dry/dry cider bottle	Volume	BASE	USA		North and South America
Mixed drinks	Volume	BASE		Mixed drink seasonal character	Spring

With reservation for changes.

Easter

Launch date: 15 March 2010

These launches should complement seasonal dishes.

Bottled wine SEK 70-99

Segment	Category role	Module	Origin	Description
Red wine (70-79)	Profile	BASE	Spain	-
Red wine (70-79)	Profile	BASE	Portugal	Grape blend
Red wine (80-89)	Profile	T1	Italy	-
Red wine (80-89)	Profile	T1	Spain	-
Red wine (90-99)	Profile	T1	France	-
White wine (70-79)	Profile	BASE	Italy	-
White wine (70-79)	Profile	BASE	Portugal	Grape blend
White wine (80-89)	Profile	T1	France	-
White wine (90-99)	Profile	T2	Germany	Riesling, older vintage

Bottled wine over SEK 100

Segment	Category role	Module	Origin	Description
White wine (120-149)	Edge	T2	France	Alsace
White wine (100-119)	Edge	T2	Austria	Riesling Wachau, Kremstal, Kamptal or Traisental
White wine (120-149)	Edge	T3	France	White northern Rhône
White wine (100-119)	Edge	T3	USA	Chardonnay
Red wine (100-119)	Edge	T1	Italy	Aglianico del Vulture
Red wine (120-149)	Edge	T2	Italy	Veneto
Red wine (150-199)	Edge	T2	Italy	Rosso di Montefalco
Red wine (100-119)	Edge	T2	Spain	Ribera del Duero
Red wine (120-149)	Edge	T2	France	Bourgeuil
Red wine (150-199)	Edge	T3	France	Bordeaux
Red wine (150-199)	Edge	T3	France	Bordeaux

Seasonal beer

Segment	Category role	Module	Origin	Description
Easter	Seasonal	T9		Ten positions of which one organic

With reservation for changes.

Summer

Launch date: 3 May 2010

Bold, fruity reds and full-bodied, flavoursome whites will characterise our summer wine launches, combined with barbecue/buffet and Africa themes. Summertime Sweden will also be highlighted and the theme for beer launches may be related to microbreweries.

Bottled wine max SEK 69

Segment	Category role	Module	Origin	Description	Theme
Red wine (0-59)	Volume	BASE	Australia	Grape blend	BBQ: Fruity & Rich
Red wine (0-59)	Volume	T1	Chile	-	BBQ: Fruity & Rich
Red wine (60-69)	Volume	BASE	South Africa	Grape blend	Africa and BBQ: Fruity & Rich
Red wine (60-69)	Volume	T1	Italy	Marche IGT	BBQ: Fruity & Rich
White wine (0-59)	Volume	BASE	France	Organic, VdP	Buffet
White wine (0-59)	Volume	T1	Bulgaria	Grape blend	Buffet
White wine (60-69)	Volume	BASE	Australia	Chardonnay	BBQ: Fullbodied & Flavoursome
White wine (60-69)	Volume	T1	South Africa	Chenin Blanc	Africa
Rosé (0-69)	Volume	BASE	Bulgaria	SEK 55	Buffet
Rosé (0-69)	Volume	BASE	Italy	SEK 60-69, Apulia	Buffet
Rosé (0-69)	Volume	T1	South Africa	SEK 60-69	Africa and Buffet
Rosé (0-69)	Volume	T1	Argentina	SEK 60-69, Malbec	Buffet
Rosé (0-69)	Volume	T1	Hungary	SEK 55	Buffet
Rosé (0-69)	Volume	T2	France	Sud Ouest	Buffet
Rosé (0-69)	Volume	T2	Portugal	SEK 60-69	Buffet

Bottled wine SEK 70-99

Segment	Category role	Module	Origin	Description	Theme
Red wine (70-79)	Profile	BASE	Italy	Apulia, Aglianico	BBQ: Fruity & Rich
Red wine (80-89)	Profile	T1	Uruguay	-	BBQ: Fruity & Rich
Red wine (80-89)	Profile	T2	South Africa	Pinotage	BBQ: Africa
Red wine (70-79)	Profile	T3	North Africa	Tunisia, Morocco and others	Africa
White wine (70-79)	Profile	BASE	South Africa	Chardonnay	BBQ: Africa
White wine (70-79)	Profile	T1	USA	Sauvignon Blanc	Buffet
White wine (70-79)	Profile	T2	France	Bordeaux	BBQ
White wine (80-89)	Profile	T2	South Africa	Sauvignon Blanc	Africa
White wine (80-89)	Profile	T3	Australia	Semillon	Buffet: Fullbodied & Flavoursome
Rosé (70-..)	Profile	T1	France	Organic, Provence	Buffet
Rosé (70-..)	Profile	T2	South America	Organic, Argentina/Chile	Buffet
Rosé (70-..)	Profile	T2	Italy	-	Buffet
Rosé (70-..)	Profile	T3	South America	Brazil/Uruguay/Peru	Buffet
Rosé (70-..)	Profile	T3	France	Tavel, SEK 100-119	Buffet
Rosé (70-..)	Profile	T3	Austria	Niederösterreich	Buffet

Bottled wine over SEK 100

Segment	Category role	Module	Origin	Description	Theme
White wine (100-119)	Edge	T2	New Zealand	Chardonnay	BBQ
White wine (120-149)	Edge	T2	France	Bordeaux white	BBQ
White wine (120-149)	Edge	T3	South Africa	Chenin Blanc oaked	BBQ
Red wine (100-119)	Edge	T3	France	Languedoc	BBQ
Red wine (100-119)	Edge	T3	South Africa	Pinotage	BBQ: Africa
Red wine (120-149)	Edge	T3	South Africa	Bordeaux blend	BBQ: Africa
Red wine (100-119)	Edge	T3	Spain	Bierzo	BBQ

Bag-in-box

Segment	Category role	Module	Origin	Description	Theme
Rosé bag-in-box	Volume	BASE	France	SEK 189, VdP du Val de Loire	Buffet

Sparkling

Segment	Category role	Module	Origin	Description	Theme
Sparkling wine (70-99)	Volume	BASE	Spain	Organic	Buffet
Sparkling wine (100-..)	Volume	T2	South Africa	SEK 120-149, Méthode cap classique	Buffet: Africa
Sparkling wine rosé	Volume	T1	Austria	Frizzante, Sekt or Schilcher	Buffet
Other sparkling wine	Volume	T2	Sweden	Fruit or berry flavour	Swedish summer

Dessert wine

Segment	Category role	Module	Origin	Description	Theme
Fruit wine	Service	BASE	Sweden	Fruit or berry wine	Swedish summer
Fruit wine	Service	T3	EU	Mead/honey wine	Swedish summer
White port	Service	T1	Portugal	Rosé 500 ml	Buffet

Spiced distilled spirits

Segment	Category role	Module	Origin	Description	Theme
Spiced distilled spirits, small bottles	Volume	BASE	Sweden	Summer snaps	Swedish summer

Lager bottle

Segment	Category role	Module	Origin	Description	Theme
Lager bottle swedish (..-5,9%)	Profile	BASE	Sweden	-	Microbrewery/buffet
Lager bottle swedish (..-5,9%)	Profile	T2	Sweden	-	Microbrewery/buffet

Special beer

Segment	Category role	Module	Origin	Description	Theme
Ale bottle (..-5,9%)	Profile	T2	Sweden	-	Microbrewery/buffet
Ale bottle (..-5,9%)	Profile	T2	-	-	Microbrewery
Ale bottle (..-5,9%)	Profile	T3	-	-	Microbrewery
Ale bottle (..-5,9%)	Profile	T3	-	-	Microbrewery
Wheat beer bottle/can	Profile	T2	-	-	Buffet
Ale bottle (..-5,9%)	Profile	T2	-	-	Microbrewery/buffet
Lager bottle swedish (..-5,9%)	Profile	T2	-	-	Microbrewery/buffet

Seasonal beer

Segment	Category role	Module	Origin	Description	Theme
Summer	Seasonal	BASE	Sweden	Pale lager can	Swedish summer

Cider & Mixed drinks

Segment	Category role	Module	Origin	Description	Theme
Medium sweet/sweet cider bottle	Volume	BASE	Sweden	-	Swedish summer
Medium sweet/sweet cider can	Volume	BASE	Sweden	-	Swedish summer
Mixed drinks	Volume	BASE		-	Swedish summer
Mixed drinks	Volume	BASE		-	Swedish summer

Alcohol free

Segment	Category role	Module	Origin	Description	Theme
Alcohol free wine	Profile	BASE		Rosé	Buffet

With reservation for changes.

Autumn

Launch date: 1 September 2010

Autumn wine launches will be selected to complement rich stews and shellfish, focusing on rich and spicy reds (especially Syrah/Shiraz varietals) and fresh and fruity whites. The season will see a number of aperitif-launches and whisky will also be highlighted.

Bottled wine max SEK 69

Segment	Category role	Module	Origin	Description	Theme
Red wine (0-59)	Volume	BAS	Portugal	Grape blend	Rich stews: Spicy & Rich
Red wine (60-69)	Volume	BAS	France	Rhône, Syrah	Syrah/Shiraz
Red wine (60-69)	Volume	T1	Spain	Extremadura	Rich stews: Spicy & Rich
Red wine (60-69)	Volume	T1	Italy	Lazio IGT, Syrah	Syrah/Shiraz
White wine (0-59)	Volume	BAS	Australia	Grape blend	Shellfish: Crisp & Fruity
White wine (60-69)	Volume	T1	Austria	Niederösterreich, Grüner Veltliner	Shellfish: Crisp & Fruity
White wine (60-69)	Volume	BAS	France	Muscadet Sèvre et Maine sur lie	Shellfish: Crisp & Fruity

Bottled wine SEK 70-99

Segment	Category role	Module	Origin	Description	Theme
Red wine (70-79)	Profile	BAS	Argentina	Syrah	Syrah/Shiraz
Red wine (70-79)	Profile	BAS	Spain	Gran Reserva, not Rioja	Spicy & Rich
Red wine (70-79)	Profile	BAS	Spain	Syrah	Syrah/Shiraz
Red wine (70-79)	Profile	BAS	Italy	Calabria	Spicy & Rich
Red wine (80-89)	Profile	T1	Portugal	Touriga	Spicy & Rich
Red wine (80-89)	Profile	T2	Italy	Cortona, Syrah	Syrah/Shiraz
Red wine (90-99)	Profile	T1	France	Syrah	Syrah/Shiraz
Red wine (90-99)	Profile	T2	Australia	Organic, Shiraz	Syrah/Shiraz
Red wine (90-99)	Profile	T2	USA	Syrah	Syrah/Shiraz
White wine (70-79)	Profile	BAS	Italy	Friuli/Trentino, Sauvignon Blanc	Shellfish
White wine (70-79)	Profile	BAS	Portugal	Grape blend	Shellfish
White wine (80-89)	Profile	T1	Italy	Abruzzerna, Marche	Shellfish
White wine (90-99)	Profile	T2	France	Alsace, gentil	Shellfish

Bottled wine over SEK 100

Segment	Category role	Module	Origin	Description	Theme
White wine (100-119)	Edge	T2	South Africa	Sauvignon Blanc	Shellfish: Crisp & Fruity
White wine (100-119)	Edge	T2	Spain	Albariño	Shellfish: Crisp & Fruity
White wine (120-149)	Edge	T3	Italy	Friuli - Alto adidge - Sauvignon Blanc	Shellfish
White wine (100-119)	Edge	T3	Italy	DOC/G inom Veneto	Shellfish
White wine (100-119)	Edge	T1	Australia	Bourdeauxblend	Shellfish
Red wine (120-149)	Edge	T2	France	Northern Rhône	Syrah/Shiraz
Red wine (100-119)	Edge	T2	Chile	Syrah	Syrah/Shiraz
Red wine (120-149)	Edge	T2	Italy	Barbera	Spicy & Rich
Red wine (100-119)	Edge	T2	Austria	Blaufränkisch or Zweigelt	Spicy & Rich
Red wine (120-149)	Edge	T3	South Africa	Shiraz	Syrah/Shiraz
Red wine (100-119)	Edge	T3	Italy	Syrah	Syrah/Shiraz
Red wine (150-199)	Edge	T3	Spain	Rioja	Spicy & Rich
Red wine (120-149)	Edge	T3	Spain	Catalonia	Spicy & Rich
Red wine (120-149)	Edge	T3	Australia	New origin	Syrah/Shiraz
Red wine (100-119)	Edge	T3	USA	Petit Sirah	Syrah/Shiraz
Red wine (200-..)	Edge	T3	Italy	Brunello di Montalcino	Spicy & Rich
Red wine (150-199)	Edge	T3	Italy	Campania	Spicy & Rich

Dessert wine

Segment	Category role	Module	Origin	Description	Theme
Sweet white wine small bottles	Service	T3	Italy	Recioto	Rich stews

Aperitif

Segment	Category role	Module	Origin	Description	Theme
Sake	Service	T2	Japan/USA	Sparkling sake	Before dinner
Sherry/montilla small bottles	Service	T1	Spain	Fino	Before dinner

Malt whisky

Segment	Category role	Module	Origin	Description	Theme
Scottish malt whisky ≤ 18 years old	Profile	T2	Scotland	-	Whisky
Scottish malt whisky ≤ 18 years old	Profile	T2	Scotland	-	Whisky
Scottish malt whisky ≤ 18 years old	Profile	T3	Scotland	-	Whisky
Scottish malt whisky > 18 years old	Profile	T3	Scotland	-	Whisky

Lager bottle

Segment	Category role	Module	Origin	Description	Theme
Lager bottle swedish (..-5,9%)	Profile	BAS	Sweden	-	Rich stews
Dark lager bottle	Profile	T1	-	-	Rich stews

Special beer

Segment	Category role	Module	Origin	Description	Theme
Ale bottle (..-5,9%)	Profile	BAS	-	-	Rich stews
Ale bottle (..-5,9%)	Profile	T2	-	-	Rich stews
Porter/stout bottle (..-5,9%)	Profile	T3	-	-	Rich stews
Porter/stout bottle (..-5,9%)	Profile	T2	-	-	Rich stews
Ale extra strong (6,0%-..)	Profile	T3	-	-	Rich stews
Porter/stout extra strong (6,0%-..)	Profile	T3	-	-	Rich stews

Seasonal beer

Segment	Category role	Module	Origin	Description	Theme
Octoberfest	Seasonal	T9		7-10 positions	Octoberfest

Cider & Mixed drinks

Segment	Category role	Module	Origin	Description	Theme
Dry/medium dry cider bottle	Volume	T1		-	Before dinner/apéritif
Medium sweet/sweet cider bottle	Volume	BAS		-	Before dinner/apéritif
Mixed drinks	Volume	BAS		-	Before dinner/apéritif

With reservation for changes.

Christmas/New Year

Launch date: 15 November 2010
(launch date mulled wine: 1 November)

These launches should complement festive occasions of the season.

Bottled wine max SEK 69

Segment	Category role	Module	Origin	Description
Red wine (60-69)	Volume	BASE	Italy	Salento IGT, Negroamaro
Red wine (60-69)	Volume	BASE	Portugal	Grape blend
White wine (60-69)	Volume	BASE	Italy	Fiano
White wine (60-69)	Volume	BASE	France	VdP d'Oc, Viognier

Bottled wine SEK 70-99

Segment	Category role	Module	Origin	Description
Red wine (70-79)	Profile	BASE	Australia	Unusual varietals
Red wine (70-79)	Profile	BASE	Chile	Cabernet Sauvignon, ungrafted rootstocks
Red wine (70-79)	Profile	T1	Spain	-
Red wine (80-89)	Profile	BASE	France	Bordeaux
Red wine (80-89)	Profile	BASE	Italy	-
Red wine (80-89)	Profile	T1	Argentina	Organic, grape blend
Red wine (80-89)	Profile	T1	Italy	-
Red wine (90-99)	Profile	T2	Portugal	Douro
Red wine (90-99)	Profile	T2	France	Madiran
White wine (70-79)	Profile	BASE	France	Bordeaux
White wine (80-89)	Profile	BASE	Chile	Organic
White wine (80-89)	Profile	T1	Italy	Calabria
White wine (90-99)	Profile	T2	Portugal	Douro

Bottled wine over SEK 100

Segment	Category role	Module	Origin	Description
White wine (100-119)	Edge	T2	South Africa	Chardonnay
White wine (120-149)	Edge	T3	France	Arbois
White wine (120-149)	Edge	T3	Germany	Riesling
White wine (150-..)	Edge	T3	France	Bourgogne
Red wine (100-119)	Edge	T1	Italy	Langhe
Red wine (120-149)	Edge	T1	Portugal	Douro
Red wine (100-119)	Edge	T1	Argentina	Blend
Red wine (100-119)	Edge	T2	South Africa	Bordeaux blend
Red wine (120-149)	Edge	T2	France	Madiran
Red wine (150-199)	Edge	T2	Italy	Amarone
Red wine (150-199)	Edge	T2	Italy	Vino Nobile/Brunello
Red wine (120-149)	Edge	T3	Spain	Ribera del Duero
Red wine (150-199)	Edge	T3	Spain	Rioja
Red wine (200-..)	Edge	T3	France	Bourgogne
Red wine (150-199)	Edge	T3	France	Rhône
Red wine (200-..)	Edge	T3	Italy	Piedmont
Red wine (200-..)	Edge	T3	France	Rhône

Wine small/large bottles

Segment	Category role	Module	Origin	Description
Red wine large bottles	Profile	T3	Italy	-

Sparkling

Segment	Category role	Module	Origin	Description
Sparkling wine (70-99)	Volume	T1	South Africa	-

Champagne

Segment	Category role	Module	Origin	Description
Champagne (250-399)	Profile	T2	France	-
Champagne (250-399)	Profile	T3	France	-

Dessert wine

Segment	Category role	Module	Origin	Description
Red port small bottles	Service	BASE	Portugal	Ruby reserve
Other quality fortified	Service	T2	Portugal	Moscatel de Sétubal

Aperitif

Segment	Category role	Module	Origin	Description
Sherry/Montilla small bottles	Service	T3	Spain	Combi pack

Mulled wine

Segment	Category role	Module	Origin	Description
Mulled wine	Seasonal	T9		Mulled wine - wine: 7 positions
Mulled wine	Seasonal	T9		Mulled wine - fortified wine not flavoured: 7 positions
Mulled wine	Seasonal	T9		Mulled wine - fortified wine flavoured: 8 positions

Spiced distilled spirits

Segment	Category role	Module	Origin	Description
Spiced distilled spirits	Volume	BASE		-
Spiced distilled spirits	Volume	T1		-
Spiced distilled spirits	Volume	T2		-
Spiced distilled spirits, small bottles	Volume	BASE		-
Spiced distilled spirits, small bottles	Volume	T1		-

Avec

Segment	Category role	Module	Origin	Description
Cognac	Profile	T1	France	Christmas Cognac
Cognac	Profile	T3	France	-
Dark rum	Profile	T2	-	-
Dark rum	Profile	T3	-	-

Malt whisky

Segment	Category role	Module	Origin	Description
Scottish malt whisky ≤ 18 years old	Profile	T2	France	-
Scottish malt whisky > 18 years old	Profile	T2	Scotland	-
Scottish malt whisky > 18 years old	Profile	T3	Scotland	-

Seasonal beer

Segment	Category role	Module	Origin	Description
Christmas	Seasonal	T9		Swedish christmas beer - lager: 17 positions
Christmas	Seasonal	T9		Swedish christmas beer - special beer: 9 positions
Christmas	Seasonal	T9		North american christmas beer: 4 positions
Christmas	Seasonal	T9		Brittish christmas beer: 4 positions
Christmas	Seasonal	T9		Christmas christmas beer - other origins: 5 positions
Christmas	Seasonal	T9		Christmas cider/mixed drinks: 3 positions

Cider & Mixed drinks

Segment	Category role	Module	Origin	Description
Medium sweet/sweet cider bottle	Volume	BASE		-
Mixed drinks	Volume	BASE		-

With reservation for changes.

Launches February–November 2010

Spring	February 1, 2010
Quote request	Monday 03 August 2009
First quote deadline earliest	Tuesday 25 August 2009
First sample earliest	Wednesday 30 September 2009
Order	Wednesday 28 October 2009

Easter	March 15, 2010
Quote request	Monday 03 August 2009
First quote deadline earliest	Tuesday 25 August 2009
First sample earliest	Wednesday 30 September 2009
Order	Wednesday 28 October 2009

Fixed	March 24, 2010
Quote request	Thursday 20 August 2009
First quote deadline earliest	Thursday 10 September 2009
First sample earliest	Wednesday 14 October 2009
Order	Friday 11 December 2009

Summer	May 3, 2010
Quote request	Wednesday 28 October 2009
First quote deadline earliest	Tuesday 01 December 2009
First sample earliest	Wednesday 20 January 2010
Order	Wednesday 10 February 2010

Autumn	September 1, 2010
Quote request	Wednesday 20 January 2010
First quote deadline earliest	Tuesday 09 February 2010
First sample earliest	Wednesday 17 March 2010
Order	Monday 12 April 2010

Fixed	October 1, 2010
Quote request	Wednesday 10 February 2010
First quote deadline earliest	Wednesday 03 March 2010
First sample earliest	Wednesday 07 April 2010
Order	Friday 04 June 2010

Mulled wine	November 1, 2010
Quote request	Wednesday 17 February 2010
First quote deadline earliest	Wednesday 10 March 2010
First sample earliest	Thursday 16 April 2010
Order	Thursday 29 April 2010

Christmas beer and schnapps	November 15, 2010
Quote request	Wednesday 17 February 2010
First quote deadline earliest	Wednesday 10 March 2010
First sample earliest	Thursday 16 April 2010
Order	Thursday 29 April 2010

Christmas and New Year	November 15, 2010
Quote request	Wednesday 19 May 2010
First quote deadline earliest	Tuesday 15 June 2010
First sample earliest	Wednesday 11 August 2010
Order	Friday 03 September 2010

Please see Leveransen for current launch sample deadlines for exclusive items purchased on reference 40010, which are not shown in the above table.

Note that the dates for tender requests, tender deadlines, sample deadlines and orders of mulled wine (glögg), Christmas beer and Christmas schnapps have been brought forward in 2010, as we hope earlier sampling and confirmation of launch will simplify planning for producers and suppliers.

Activities

Quote request	
Spring February 1, 2010	Monday 03 August 2009
Easter March 15, 2010	Monday 03 August 2009
Fixed launches March 24, 2010	Thursday 20 August 2009
Summer May 3, 2010	Wednesday 28 October 2009
Autumn September 1, 2010	Wednesday 20 January 2010
Fixed launches October 1, 2010	Wednesday 10 February 2010
Mulled wine November 1, 2010	Wednesday 17 February 2010
Christmas beer and schnapps November 15, 2010	Wednesday 17 February 2010
Christmas and New Year November 15, 2010	Wednesday 19 May 2010

First quote deadline earliest	
Spring February 1, 2010	Tuesday 25 August 2009
Easter March 15, 2010	Tuesday 25 August 2009
Fixed launches March 24, 2010	Thursday 10 September 2009
Summer May 3, 2010	Tuesday 01 December 2009
Autumn September 1, 2010	Tuesday 09 February 2010
Fixed launches October 1, 2010	Wednesday 03 March 2010
Mulled wine November 1, 2010	Wednesday 10 March 2010
Christmas beer and schnapps November 15, 2010	Wednesday 10 March 2010

First sample earliest	
Spring February 1, 2010	Wednesday 30 September 2009
Easter March 15, 2010	Wednesday 30 September 2009
Fixed launches March 24, 2010	Wednesday 14 October 2009
Summer May 3, 2010	Wednesday 20 January 2010
Autumn September 1, 2010	Wednesday 17 March 2010
Fixed launches October 1, 2010	Wednesday 07 April 2010
Mulled wine November 1, 2010	Thursday 16 April 2010
Christmas beer and schnapps November 15, 2010	Thursday 16 April 2010
Christmas and New Year November 15, 2010	Wednesday 11 August 2010

Order	
Spring February 1, 2010	Wednesday 28 October 2009
Easter March 15, 2010	Wednesday 28 October 2009
Fixed launches March 24, 2010	Friday 11 December 2009
Summer May 3, 2010	Wednesday 10 February 2010
Autumn September 1, 2010	Monday 12 April 2010
Fixed launches October 1, 2010	Friday 04 June 2010
Mulled wine November 1, 2010	Thursday 29 April 2010
Christmas beer and schnapps November 15, 2010	Thursday 29 April 2010
Christmas and New Year November 15, 2010	Friday 03 September 2010

Launch sample deadline	
Spring February 1, 2010	Monday 07 December 2009
Easter March 15, 2010	Monday 07 December 2009
Fixed launches March 24, 2010	Wednesday 20 January 2010
Summer May 3, 2010	Tuesday 09 March 2010
Autumn September 1, 2010	Tuesday 15 June 2010
Fixed launches October 1, 2010	Wednesday 21 July 2010
Mulled wine November 1, 2010	Wednesday 25 August 2010
Christmas beer and schnapps November 15, 2010	Wednesday 25 August 2010
Christmas and New Year November 15, 2010	Tuesday 28 September 2010

Sources

Texts

The Swedish Public Employment Service, pressrelease, January 27, 2009

Closing the gap in a generation: Health equity through action on the social determinants of health, Commission on Social Determinants of Health - Final Report, World Health Organization, 2008

Consumer report 2008, Centre for Consumer Science (CFK) University of Gothenburg

Globalisation Council, Internationellt statligt ägande och konkurrens, underlagsrapport 16, 2008

The Swedish Retail Institute, HUI, Detaljhandelindex January 28, 2009

The Swedish Retail Institute, HUI, Hot eller möjlighet? En analys av externhandelns effekter på den etablerade handeln januari 2009

IRM:s kvartalsrapport 2008, 2008-08-29

IRM:s prognos för 2009, 2008-11-11

Ridderheim Ab, Future food shopping, Ridderheims-rapporten, 2008

Land & Lantbruk, No 19 2008

Nordea, Ekonomiska utsikter januari 2009

www.scb.se, The future population of Sweden 2008-2050, BE18SMO801

SIFO Research International, advertising statistics 2008

SOM-institutet (Samhälle, Opinion, Media), Göteborgs universitet, Undersökningar, 2001 och 2008

Sveriges Annonsörer, Annonsering i dagspress passar inte målgrupp, undersökning, januari 2008

Tidningsutgivarna, De flesta tv-tittarna zappar bort reklamen, artikel 2006-12-19

University of Gothenburg, Centre for consumption science, Report 2008

World Health Organization, Closing the gap in a generation: Health equity through action on the social determinants of health, Commission on Social Determinants of Health – Final Report, 2008

World Internet Institute, The Swedes and Internet, 2008

At the Word Health Organisation's annual meeting (WHA 22 May 2008) a resolution was passed to draft a global strategy to reduce the harmful effects of alcohol by 2010.

Electronic sources

Bengt Wahlström, trender.net, January 12, 2009

Dagens Media, www.dagensmedia.se, January 19, 2009

Ekoweb, www.ekoweb.nu, newsletter week 6, 2009

EUROBAROMETER 300 Europeans' attitudes towards climate change, http://ec.europa.eu/public_opinion/archives/eb_special_en.htm

Handelns utredningsinstitut (HUI), E-barometern, www.hui.se

ISO/SIS, www.iso.se

LRF, www.lrf.se/press/nyheter/geografisk-narhet-till-ravarorna--ett-allt-starkare-onskemal-fran-konsumenten/

Organic Monitor, www.organicmonitor.com/

Regeringen, www.regeringen.se/sb/d/8577/a/85500

Rättvisemärkt, www.rattvisemarkt.se (Fair Trade)

Other sources

BioFach mässan i Nürnberg February 2008

SIFO and Systembolaget's detailed OPI surveys

Conference on climate change and wine, Barcelona 14-15 February 2008

Compared to the previous quarter, National Institute of Economic Research (Konjunkturinstitutet), Economic conditions 19 December 2008, Urban Hansson Brusewitz

Euromonitor portal 2008: Global Alcoholic Drinks: Wine: Maturity Constrains Growth

Figures presented at a lecture arranged by The Swedish Retail Institute (HUI) and Nielsen, 22 January 2009. Speaker: Bo Ekström, CEO of The Nielsen Company and Dr Linda Thunström, HUI.

Harris Interactive: The Harris Poll #8, January 29, 2007

SIFO and Systembolaget's detailed OPI surveys

SoRAD (The Centre for Social Research on Alcohol and Drugs)

Winsth Annika, Nordea, January 26, 2006

World Health Organization, year meeting WHA May 22, 2008

World values survey, 2005