



VINMONOPOLET



STRAG
GRUPPEN

Vinmonopolet tender system in Norway

Vinmonopolet is a monopoly in charge of the distribution of wine, spirits and strong beer above 4,75 % ABV in Norway. The products Vinmonopolet distribute are purchased from licensed Importers. Strag Gruppen holds a required license and agreements to act as a supplier to the Monopoly. The organization have about 330 stores in Norway, in six different size categories. The population of Norway is approximately 5 million people.

Vinmonopolet has approximately 17 000 products in its product range, and every year they purchase about 300 new products. Most of the products are purchased via the tender process.

Vinmonopolet evaluate products based on quality, price, and available quantity for purchase (ability to deliver). These factors are equally important in their evaluation process.

The volumes generated by a tender varies a lot. it depends on price, distribution reach, design, trends, consumer demand etc. Distribution reach or number of stores is unknown until the tender results have been published. Therefore, the idea of how big the volumes will be for a specific listing is hard to predict, but, please ask you contact person In Strag if you would like to receive a volume estimate for a specific tender, and we will do our best to give you an indication. Overall, Vinmonopolet purchase more products and smaller volumes than what Systembolaget (Swedish monopoly) usually purchase.

Vinmonopolet tender system step by step:

See also a movie from Vinmonopolet about the tender system at youtube:

<https://www.youtube.com/watch?v=FZzchUrvGKw>

1. Vinmonopolet look at trends, sales figures and generally evaluate their portfolio to see if there are any changes that needs to be made to improve their product offering. They also get input from meetings with producers / importers / sommeliers to stay informed in the market which aid their decision int terms of products they will request for the upcoming year. This comprehensive market evaluation creates the tender list, which is published every 6 months (June and December). The tenders launch every other month (January, March, May, July, September, November).

2. The tender list specifies the products that Vinmonopolet are looking for, when we can submit an offer, and when a potential launch will take place. In order to participate in a tender your product need to meet all the criteria's stated in the tender description. All offers that does not meet their criteria will be rejected.

3. A blind tasting is conducted with all selected products that has been submitted in time. Normally the products are selected mostly upon sensory analysis (taste/style), but price and available quantity will also be decisive.

Vinmonopolet publish the results through the importer. Vinmonopolet select products based on the information from the written offers. Offers correctly filled out will be approved to the tasting stage. Number of offered products per tender can vary depending on the tender. Normally it's between 15-60 for wine and 5-30 for beer.

What we need from you to submit the tender

This guide explains how to proceed with an offer. If you have difficulties to understand, please email your contact person in Strag and we will help you out personally.

1. Fill out the product form that you will receive from Strag Gruppen. Make sure to fill all the lines in the product form with all necessary information. The product form and samples must be sent to Strag well in advance before the submission deadline.

2. Send samples (if required) to Strag Gruppen. Note that the samples you send must look like the original product that you intend to launch, equipped with proper label, bar codes etc.

(If you send tank samples because some label requirements are not met in relation to Norwegian laws before the tender deadline, then that is okay. However, it needs to be communicated and agreed upon with Strag in advance. We would need assurance that you can meet all criteria in the tender process before submitting to the tender)

3. Note that the deadlines Vinmonopolet states is absolute. If we do not submit offers within their deadlines, the offer will get rejected automatically.

4. Samples can be sent to the following address):

Company: Strag AS

Address: Billingstadsletta 19b

Post Code: 1396 Billingstad, Norway

Mark package with:

Organization Nr: 961879558

Alcohol Licence nr: 96/60044

The package also needs to contain a PROFORMA invoice for the Norwegian customs.

If we win the tender

First thing to understand is that the products offered must be identical in taste. If this is not the case Vinmonopolet will reject the purchase and the costs will have to be covered by the supplier.

Name of product, design and label can be changed after submission but needs to be in place well in advance before the launch.

In the case a product wins, the product will be launched approximately 6 months after the offer has been submitted to Vinmonopolet. Strag Gruppen will need to have the product in its warehouse (called Vectura) in Norway approximately 6 weeks before launch date.

To check the quality Vinmonopolet will compare samples from first shipment with the samples that won the blind tasting. In case it is a difference in taste or in their analysis, Vinmonopolet will have the right to cancel the purchase. Additionally, here the final product for launch must be submitted for a final review.

Once you win a listing in the ordinary range, your product will be compared to other products in the same segment. The segment is based on the products price and style. After 6 months the product will be compared to other products in the segment based on sales figures. In case the product does not reach Vinmonopolets sales target, either it will be delisted, or the distribution of the product will be changed to fewer stores. In case it reaches its sales goals, the product will remain with the same distribution.

See also movie from Vinmonopolet about the product range at youtube:

<https://www.youtube.com/watch?v=pcV1lDk3UKs>

Please do not hesitate to ask us in Strag Gruppen if you have any further questions regarding the tender procedure or other issues regarding Vinmonopolet in Norway. Our e-mail address is: office@strag-gruppen.no or telephone: +90233923. We are also available for skype meetings.