

Distribution: One-lot
Deadline: April 24, 2025
Lunch Date: July 3, 2024
Style/Buyer Comments: July 3, 2024

Product Requirements

Country of Origin: Norway
Type of Product: India pale ale
Region (Classification):
Vintage:
Price:
Minimum Volume (Units): Max. 50 cl
Estimated Volume (yearly):
Container size: Max. 50 cl
Type of Container: Light weight glass bottle or aluminium packaging

Other Requirements:

- 1) New product from a Norwegian brewery, not previously launched at Vinmonopolet or in the on-trade
- 2) Based on 100 % Norwegian malt (written confirmation from brewery must accompany the offer)
- 3) Min. 5 % alcohol on packaging

Additional specification:

- 1) Only one offer per brewery. If more than one offer is submitted by the same brewery, only the lowest priced offer will be assessed, regardless of wholesaler
- 2) If aluminium packaging, the packaging must be included in Norway's deposit system for refundable packaging
- 3) If glass bottle, the weight of the packaging must be max. 280 g for 50 cl, max. 246 g for 44 cl or max. 184 g for 33 cl
- 4) One-lot min. 2592 bottles/cans
- 5) Introduced over several launch months
- 6) Short deadline purchase