

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

### Product Requirements

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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