

Distribution:	One-lot
Deadline:	April 23, 2026
Launch Date:	July 1, 2026
Style/Buyer Comments:	July 1, 2026

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:	Glass bottle light weight or aluminum packaging
Other Requirements:	<ol style="list-style-type: none">1) New product from a Norwegian brewery, not previously launched at Vinmonopolet or in the on-trade2) Based on 100 % Norwegian malt (written confirmation from brewery must accompany the offer)3) Min. 5 % alcohol on packaging
Additional specification:	<ol style="list-style-type: none">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 wholesaler2) If aluminium packaging, the packaging must be included in Norway's deposit system for refundable packaging3) If glass bottle, the weight of the packaging must be max. 280 g for 50 cl or max. 185 g for 33 cl4) One-lot min. 2592 bottles/cans5) Introduced over several launch months6) Short deadline purchase