

Tea fjálf. ráðgjafi

19.5. 2011

703. mál

Alþingi
Erindi nr. P 139/2549
komudagur 19.5. 2011

Tasks 1 § Alcohol Assortment Board is to consider the following types of decisions that the Alcohol Act (2010:1622) mentioned retail monopoly has taken pursuant to the agreement drawn up under Chapter 5. 1 § Alcohol Law, namely the decision of the company by first rejected a particular wine, beer, a fermented alcoholic beverage or other spirits from their range, or 2. avfört a specific wine, beer, a fermented alcoholic beverage or other spirits out of their range. Regulation (2010:1643).

2 § A matter of the Board for review under § 1 first paragraph may be instituted only by the supplier of spirits, wine or strong beer whose product expelled from or removed from the company's catalog.

The Board will consider whether the retail company followed as stated in the contract for the company's product selection can be based only on an assessment of product quality, special risks of harmful effects of the product, customer demand and other commercial considerations and that no favoritism should not be made of national products.

§ 3 Repealed by Ordinance (2009:640).

4 § Management Authority headed by a board.

§ 5 The Board shall consist of a chairman and five other members.

Organization 6 § Kammarkollegiet perform administrative and Managing Agent information to the Authority pursuant to agreements between authorities.

Cases § 7 The Board has a quorum when the chairman and at least two other members are present. The tie has the casting vote.

Positions and assignments 8 § chair of the Board shall be or shall have been a regular judge. Of the other members should at least be familiar with competition law issues and at least one very familiar with food issues.

As a member may not be designated because of their position or their activities are likely to represent one party interest.

If a member resigns during the term, appointed a new member for the remaining time. Regulation (2009:640).

9 § For the preparation of cases by the Board shall have a secretary who shall be legally qualified.

Appeal § 10 The Board's decisions in cases on review under § 1 shall not be appealed.

Supervision of the Alcohol

Supervision of the Alcohol Act prevents detriments caused by alcohol.

National Supervisory Authority for Welfare and Health (Valvira) steers the implementation of the Alcohol Act at regional and local level.

Valvira:

-grants licences for production, wholesale and use of industrial alcohol and supervises importing of spirits above 80% ABV. Product control regarding alcohol ensures that the products in the market are safe and legally produced and imported. We are also the competent authority regarding product control issues in the framework of the EU.

- maintains the alcohol data system (ALLU) coshared with the Regional State Administrative Agencies which contains information regarding the traders in the alcohol industry and alcohol licences. For monitoring purposes, Valvira also collects information on alcohol deliveries between licence holders and the activities of licensed premises. Extensive alcohol statistics are maintained with the data system. Data Administration Unit is in charge of the alcohol data system and alcohol statistics.

- implements the national alcohol programme and coordinates the alcohol industry's activities in order to prevent and reduce health, social and societal problems caused by alcohol; the overall aim is to contribute to a downward trend in the overall consumption of alcohol. With its actions Valvira prevents unhealthy competition and promotes the development of the alcohol industry's and traders' own readiness for prevention.

- supervises the State Alcohol Monopoly and ensures that it treats the producers of alcoholic beverages equally. Valvira also supervises the alcoholic beverage sales on vehicles in international traffic.

- supervises alcohol advertising together with the Regional State Administrative Agencies.



Wine labelling

5.8.2005 Nr 371/43/2005

These instructions concern the labelling of grape wines; the main focus is the mandatory information required when labelling table wines, table wines with geographical indication and quality wines psr. The requirements for the labelling of other wine products (liqueur wines, semi-sparkling wines, sparkling wines, aerated semi-sparkling wines, grape must, grape must in fermentation, concentrated grape must, new wines still in fermentation and wines from over-ripened grapes) can be found in the regulations mentioned below. These instructions are applied to the labelling of both wines produced in the Community and those imported from third countries.

These instructions overrule the previous instructions on labelling (Nr 58/43/03 and 22/43/05) given by the National Product Control Agency for Welfare and Health (National Product Control Agency, STTV).

The following regulations and their changes concern the wine labelling:

- Council Regulation No 1493/1999 on the common organisation of the market in wine (the basic Regulation)
- Commission Regulation No 753/2002 laying down certain rules for applying Regulation No 1493/1999 as regards the description, designation, presentation and protection of certain wine sector products (Regulation on labels)
- Directive 2000/13 of the European Parliament and of the Council on the approximation of the laws of the Member States relating to the labelling, presentation and advertising of foodstuffs (Directive on labels).

1. Mandatory information (table wines, table wines with geographical indication and quality wines psr)

According to the basic Regulation on wine, the mandatory information includes

- the name under which the product is sold
- the nominal volume
- information on the wine's sulphur dioxide content included on the label
- the actual alcoholic strength by volume
- the name or corporate name of the bottler, the local administrative area and the Member State (or the consignor, for containers with a nominal volume of more than 60 litres),
- and the lot number in accordance with Council Directive 89/396 on indications or marks identifying the lot to which a foodstuff belongs.

On table wines and table wines with geographical indication, the words "pöytäviini" ("table wine") are included in the name under which the product is sold. The table wines with geographical indication must also mention the name of the geographical unit. The quality wines' psr must mention the name of the production area.

The labels of wines from third countries must include the word "viini" ("wine"), which must be supplemented by the name of the country of origin. Furthermore, the labels of wines originating in third countries must include the information on the importer or, when bottling took place in the Community, the bottler. It should be noted that the importer means the

importer into the Community, and it is not always necessary to name the importer into Finland on the label.

2. Specifications to the mandatory information (table wines, table wines with geographical indication, quality wines psr and other wine products)

According to the regulation of wine labelling, the mandatory information should be grouped in a single visual field on the container, presented in easily readable, indelible characters that are large enough to stand out well against the background on which they are printed and clearly distinguishable from all other (written and graphical) content of the labelling.

However, the mandatory information on the importer, the lot number and sulphur dioxide content may appear outside the visual field in which the other mandatory information appears.

The actual alcoholic strength by volume is indicated in percentage units or half units ($\pm 0,5$ til-% [% vol]). The figure is followed by "til-%" ("% vol"), and it may be preceded by the words

- "todellinen alkoholipitoisuus" ("actual alcoholic strength by volume") or
- "todellinen alkoholi" ("actual alcohol") or
- "alk." ("alc.")

The actual alcoholic strength must be indicated in characters and numbers at least

- 5 mm high, if the nominal volume is over 100 cl
- 3 mm high, if the nominal volume is 20-100 cl
- 2 mm high, if the nominal volume is 20 cl or less.

3. Information on sulphur dioxide on the label

The amendment 89/2003 of the Directive on labelling foodstuffs 2000/13 requires, among other things, that the labels of wines put on the market after 25 November 2005 must include the information "sisältää rikkidioksidia" ("contains sulphur dioxide") or "sisältää sulfiitteja" ("contains sulphites"), if the concentration is more than 10 mg/kg or 10 mg/litre expressed as SO₂. The information can be included on the label outside the field containing the mandatory information.

4. Languages used for the labelling and validity of the indications

The information on the wine labels must be given in one or more of the official languages of the Community so that the final consumer can easily understand each of these items of information.

An exception from the above is the indication of sulphur dioxide, which must always be made both in Finnish and in Swedish.

The information given on the labels and in any form of advertising of the products must not be incorrect or likely to cause confusion or to mislead the persons to whom it is addressed. The authorities may require bottlers, consignors or importers to prove that the description of the product is accurate.

5. Information on origin on the label

More accurate information on the wine's origin must be included on the label if the wine in question is produced in different countries (either within the Community or in third countries) or if the wine is produced from grapes harvested in another Member State.

The name under which table wines from within the Community are sold should include the following information

- if the wine is sent to another Member State or exported from the State, the name of the Member State if the grapes are produced and made into wine in that State:

- the words "yhteisön eri maissa tuotettujen viinien sekoitus" ("mixture of wines from different countries of the European Community") in the case of wines resulting from a mixture of products originating in a number of Member States;
- the words "...ssa korjatuista rypäleistä...ssa tuotettu viini" ("wine obtained in ... from grapes harvested in ..."), supplemented by the names of the Member States concerned in the case of wines produced in a Member State from grapes harvested in another Member State.

The information on the wine's origin should be marked on the wines originating from third countries in the following way:

- wines made by blending in a third country from wines originating in two or more third countries should be labelled including the words "Euroopan yhteisön ulkopuolisista maista peräisin olevien viinien sekoitus" ("blend of wines from different countries outside the European Community") or "...sta/stä peräisin olevien viinien sekoitus" ("blend of wines from ...") citing the names of the third countries in question;
- wines made in a third country from grapes obtained in another third country should be labelled with the words "...ssa/ssä korjatuista rypäleistä ...ssa/ssä valmistettu viini" ("wine obtained in ... from grapes harvested in ..."), citing the names of the third countries in question.

6. Voluntary information, specific terms, codes and brand names

The mandatory information can be supplemented with voluntary information, specific terms, codes and brand names. Voluntary terms are, for example, the name of the person who took part in marketing, the type of product or a particular colour in accordance with the rules laid down by the Member State of production. Voluntary information for table wines with geographical indication and quality wines psr means, for example, the vintage year and the vine variety, and other traditional terms.

It should be noted that

- the voluntary information and specific terms are controlled very specifically in the regulation of labelling
- when mentioning the vine variety, the varieties whose names include a geographical indication must be considered
- the annex III of the Regulation 753/2002 has a list of the protected traditional terms
- the voluntary information should also be noted on the accompanying documents and registers, if they are included or if they are intended to be included on the labelling.

The actions of the bottler, the consignor or one or more of the persons involved in marketing

can be described by terms such as "pullottaja" ("bottler"), "pullottanut" ("bottled by"), "viiniviljelijä" ("wine-grower"), "korjannut" ("harvested by"), "tukkukauppias" ("merchant"), "jakelija" ("distributed by"), "maahantuojaja" ("importer"), "maahan tuonut" ("imported by"), or other similar terms.

7. Applying the requirements for labelling

Only wines labelled according to the Regulation 753/2002 on labelling can be put on the market after 15 March 2004. However, all products that were labelled according to the provisions applicable when they were put into circulation may be held for sale, put into circulation and exported until stocks (within the Community) are exhausted.

Information on the sulphur dioxide content of the wine must be included on the product labels after 25 November 2005. The products which have been manufactured and packaged before the stated date and which do not include the indication of sulphur dioxide content may be sold until stocks (within the Community) are exhausted, provided that they otherwise fulfil the requirements applying to wine labels.

Additional information on the labelling of wines can be obtained from the National Supervisory Authority for Welfare and Health Valvira tel. +358 (0)9-7729 2450 or by e-mail: alkoholi@valvira.fi



Labelling Alcoholic Beverages

July 10, 2007 Nr 366/43/2007

When planning the labelling of alcoholic beverages, the requirements of the laws pertaining to **alcohol**, **foodstuffs** and **consumer protection** must be followed. Presented below is a summary of the labelling requirements for alcoholic beverages and an example label. The instructions presented here are based mainly on Directive 2000/13/EC of the European Parliament and of the Council, relating to the labelling, presentation and advertising of foodstuffs (available at <http://eur-lex.europa.eu>) and the regulation of the Ministry of Trade and Industry concerning the labelling of foodstuffs (available at: www.finlex.fi). In addition to those listed here there are certain product-specific national and EC-wide regulations, which must also be followed when labelling alcoholic drinks.

Contents:

Compulsory labellings in alcoholic beverages

1. Name of beverage
2. Contact information of the producer, packager, or a seller in the EU
3. Alcoholic strength by volume
4. Content volume
5. Code of beverage or bottling batch

Compulsory information in certain cases

6. Warning statements relating to ingredients and identification of genetic modification of ingredients
7. Storage and usage instructions
8. Country or place of origin

Other matters to consider

9. Language requirements
10. Clarity of labellings and regulations concerning advertising
11. List of ingredients

Example label

Compulsory labellings in alcoholic beverages:

The package of alcoholic beverage refers here to a single product, for example a bottle, a can or a bag-in-box.

1. Name of beverage

In addition to the name of the beverage the package must also indicate the name of the product group into which it belongs (for example beer), if the name of the beverage does not clearly contain this information. If there is no customary name for the product type, a name best descriptive of the product must be used, for example "alcoholic beverage produced by fermentation" [*käymisteitse valmistettu alkoholijuoma, alkoholdryck som tillverkats genom jäsning*].

2. Contact information of the producer, packer, or a selier in the EU

The labelling must indicate the name, the business name or the auxiliary business name and the address of the producer, the packer or a seller established in the European Community. The address must be specific enough for the mail delivery to find it. If the indicated business name is not that of the producer, the name must contain this piece of information, for example "bottler" [*pullottaja, buteljerare*].

3. Alcoholic strength

The alcoholic strength by volume of the beverage must be indicated in the form of a figure to not more than 1 decimal place. More specific instructions in instruction about stating the percentage of alcohol in labelling, Nr 71/43/2005 (available in Finnish and Swedish).

4. Content volume

The content volume must be given in litres, centilitres or millilitres.

5. Code of beverage or bottling batch

The traceability of products has been decreed a mandatory labelling to ensure the safety of foodstuffs by regulation 178/2002 of the European Parliament and of the Council (general food regulation). Those operating in the food business must be able to identify any person from whom they have been supplied with a food ingredient etc. as well as other businesses to which their products have been supplied.

In practice, the traceability/identification is implemented in labelling by a batch code. A beverage batch is a batch that has been produced within the same raw material and production conditions (usually no more than one day's production). A beverage batch marking must indicate which batch the given product belongs to. If necessary, the letter "L" must be added before the code to set the code apart from the other labelling. The seller as well as the producer of the beverage may identify the batch, if necessary. Marking the batch does not require the knowledge of which raw material batches have been used to produce the beverage, nor where the batch in question has been supplied. Having this information is, however, in the best interest of the producer. The better this so called internal traceability has been implemented, the more limited and precise a possible product withdrawal from the market.

Instead of the beverage batch marking, shelf-life indication can be used (for example "best before" dates), providing that the markings are exact. The batch code (and the letter "L") of unpacked foodstuffs, for example tap beers, must be marked on the transport package, container or box.

Compulsory information in certain cases

6. Warning statements relating to ingredients and identification of genetic modification of ingredients

The labelling of alcoholic beverages must incorporate warning statements, in case the product contains certain ingredients. These statements must be incorporated, in case their absence might cause economic loss to the consumer or damage to the consumer's health, or if there is a possibility that the consumer might use the product incorrectly. The most common substances

causing hypersensitivity, sweeteners, caffeine and quinine, liquorice acid and genetically modified organisms, and they must be identified in the labelling in Finnish and Swedish.

a) Substances causing hypersensitivity

If a beverage contains some of the ingredients listed below, or those derived from them, the label must have the word "contains" [*sisältää...*, *inhåller...*] immediately followed by the name of the ingredient, which identifies the name of the ingredient's vegetable or animal origin (for example wheat starch, malted barley). The markings are required in products labelled after November 25, 2005. As the name of the ingredient must be used in the marking, the E codes of additives cannot be used in these warning markings. The marking is not necessary, in case the ingredient is mentioned in the name of the beverage or by its own name in the list of ingredients (for example egg liquor). If the beverage contains some of the following substances or those derived from them the following markings are required in products labelled after November 25, 2005. The substances or those derived from them that need to be notified in the labelling of alcoholic beverages are:

- grain containing gluten (wheat, rye, barley, oat, spelt, kamut grain and their hybrids) and grain products,
- eggs and egg products,
- groundnuts and groundnut products,
- soy and soy products
- Milk and dairy products (including lactose)
- Nuts (almond, hazelnut, walnut, cashew nut, pecan nut, Brazil nut, pistachio, Macadamian nut and Queensland nut) and nut products
- Sesame seeds and sesame seed products, and
- Sulphur dioxide and sulphite, with contents of more than 10 mg/kg or 10 mg/l quantified in SO₂ (for example "contains sulphites" [*sisältää sulfiitteja, inhåller sulfiter*].

It must be noted that applications for a permit to omit the names of some ingredients causing hypersensitivity have been submitted to the Commission (for example some grains used to distil alcoholic beverages). This might still have an effect on the labelling requirements. Exceptional permits are valid until November 25, 2007. The Commission will decide upon the continuation or termination of the exceptions to the notification requirements after an evaluation carried out by the European Food Safety Authority, EFSA.

b) Sweeteners

The names of beverages containing sweeteners other than monosaccharide or disaccharide must include or have beside it the following markings:

- Beverage containing sweetener: "contains sweetener/sweeteners" [*sisältää makeutusainetta, inhåller sötningmedel*] or "sweetened with..." (add name of sweetener) [*makeutettu..., sötad med...*];
- Beverage with added sugar or sweetener: "contains sugar and sweetener/sweeteners" [*sisältää sokeria ja makeutusainetta, inhåller socker och sötningmedel*] or "sweetened with sugar and..." (add name of sweetener) [*makeutettu sokerilla ja..., sötad med socker och...*];
- Beverage containing aspartame: "contains a source of phenylalanine" [*sisältää fenyylialaniinin lähteen, inhåller fenylalaninkälla*].

c) Caffeine and quinine

If caffeine or quinine has been used to flavour a beverage, it must be notified of in connection to the name of the beverage or in the list of ingredients under the word "flavour" [*aromi, arom*].

If a beverage contains more caffeine than 150mg/l (refers to both added caffeine and that within raw materials), "high caffeine concentration" [*korkea kofeiinipitoisuus, hög koffeinhalt*] must be marked, and the amount of caffeine must be given in mg/100 ml. The marking must be in connection to the name under which the beverage is sold.

Caffeine warnings are not required in such coffee or tea based beverages or beverages made from coffee or tea extracts with the name including the word "coffee" [*kahvi, kaffe*] or "tea" [*tee, te*] (for example coffee liquor).

d) Liquorice acid, glycyrrhizinic acid and its ammonium salt

Beverages with added European liquorice (*Glycyrrhiza glabra*), glycyrrhizinic acid or its ammonium salt as such, or with at least 10 mg/l of glycyrrhizinic acid or its ammonium salt, must have the marking "contains liquorice" [*sisältää lakritsia, innehåller lakrits*] in the immediate connection of the product name of the beverage. If the package has a list of ingredients, the marking can also be added following the list. This warning statement is not necessary, if the word "liquorice" [*lakritsi, lakrits*] appears in the list of ingredients or in the name of the beverage (for example liquorice liquor).

Beverages with more than 1,2 percentage alcohol and with added European liquorice (*Glycyrrhiza glabra*), glycyrrhizinic acid or its ammonium salt as such, or with at least 300 mg/l of glycyrrhizinic acid or its ammonium salt, must have the marking "contains liquorice – people suffering from high blood pressure must avoid excessive consumption" [*sisältää lakritsia – kohonneesta verenpaineesta kärsivien henkilöiden on vältettävä tuotteen liiallsta nauttimista, innehåller lakrits – personer som lider av högt blodtryck bör undvika överkonsumtion av denna produkt*] in the immediate connection of the product name of the beverage or following a list of ingredients.

Markings of liquorice acid, glycyrrhizinic acid and its ammonium salt are required in products labelled after May 20, 2006.

e) Identification of genetic modification of ingredients

Genetically modified refers to an organism that has been genetically modified, for example a plant or a bacterium, the genome of which has been altered with the techniques of genetic engineering (GMO = genetically modified organism). Genetically modified foodstuffs have been produced from genetically modified ingredients or they contain some thereof.

Regulation No 1829/2003/EC of the European Parliament and of the Council on genetically modified food and feed also refers to alcoholic beverages. It is forbidden to bring genetically modified organism or foodstuffs to the market without a permit. The process to acquire a permit takes place at the EU level. A list of the genetically modified plant types that have been permitted for use in foodstuffs can be found on the website of the Commission. Once a genetically modified substance has been approved in the EC, it can be used without a separate permit or a notification. Producers of genetically modified foodstuffs must be aware of whether ingredients in the product are genetically modified. Furthermore, producers are obligated to submit such infor-

mation in writing to operators to which the product is supplied. Authorities may request to see traceability documents when necessary.

According to the regulation, foodstuffs containing, consisting of or made of genetically modified organisms, must be marked "genetically modified" [*muuntogeeninen, genetisk modifierad*] or "made of genetically modified (name of organism)" [*valmistettu muuntogeenisestä..., tillverkad av genetiskt modifierad...*] on their containers.

If the product carries a list of ingredients, the marking may be implemented in the following ways;

- Add "genetically modified" or "made of genetically modified..." in the list of ingredients, immediately following the ingredient in question, or
- If the ingredient's category name is being used, the words "contains genetically modified..." [*sisältää muuntogeenistä..., innehåller genetiskt modifierad*] or the words "contains (name of the ingredient)", made of genetically modified (name of the organism)" [*sisältää..., joka on valmistettu muuntogeenisestä..., innehåller..., som är tillverkad av genetiskt modifierad...*] must be added in the list of ingredients.

Notice that the labelling requirement also pertains to products fermented by using micro-organisms (for example yeasts and bacteria), such as additives and flavourings, if the **end product contains genetically modified organisms**. For more information on genetically modified foodstuffs, visit the website of Evira, the Finnish Food Safety Authority at www.evira.fi.

7. Storage and usage instructions

The labelling of beverages with an alcoholic strength by volume up to 10 % must indicate the minimum shelf-life (best before date). However, this requirement does not pertain to wine, sparkling wine or aromatised wine. The required marking is to be expressed in terms of day, month and year, in this particular order. The minimum shelf-life marking may be used to replace the batch code.

8. Country or place of origin

The country or place of origin must be marked, in case there is a possibility of its absence misleading the consumer in regard to the origin of the product. The country of origin may be indicated in the address of the beverage producer, or it can be given in a separate reference, for example "the country of origin of the alcohol..." [*alkoholin alkuperämaa..., alkoholens ursprungsland...*].

Other matters to consider

9. Language requirements

The mandatory labelling must be made in both Finnish and Swedish. Instead of Swedish, Norwegian or Danish may be used, providing that the markings are thus understandable for the Swedish speaking consumer. As an exception to the rule, labelling of foodstuffs, produced in Finland and sold only in municipalities with one official language, can be made in the language of the municipality, disregarding the other. However, most of the mandatory labelling are such

that the consumer can easily understand without translations (batch code, nominal volume, alcoholic strength by volume, producer's contact details, and possibly the name of the product). Thus, it is unnecessary to translate this information.

10. Clarity of labellings and regulations concerning advertising

All the mandatory labelling must be made permanent and in a conspicuous place (not for example in the bottom of the package), using big enough letters to ensure that they are easy to read and to understand. If the alcoholic beverage is packed in a single package containing multiple single products, this shared package must also contain all the mandatory labelling.

If there are similar non-alcoholic beverages sold in the market, the text or the pictures on the package of the alcoholic beverage must not mislead the consumer about the alcoholic contents of the product. For example, if the name of the product does not indicate to the fact that the beverage in question is alcoholic, the name must be accompanied with a reference to the category name of the alcoholic drink in question. In such cases, the strength of the alcoholic contents must be marked so that it is clearly recognisable in the front label of the package.

The package of the alcoholic beverage functions as a means of providing product information as well as advertising surface. Therefore, when designing the package and the text and pictures on it, the requirements of the advertising regulations under the laws pertaining to alcohol must also be followed. (See instructions on advertising alcohol, Nr 2/02/99, available in Finnish).

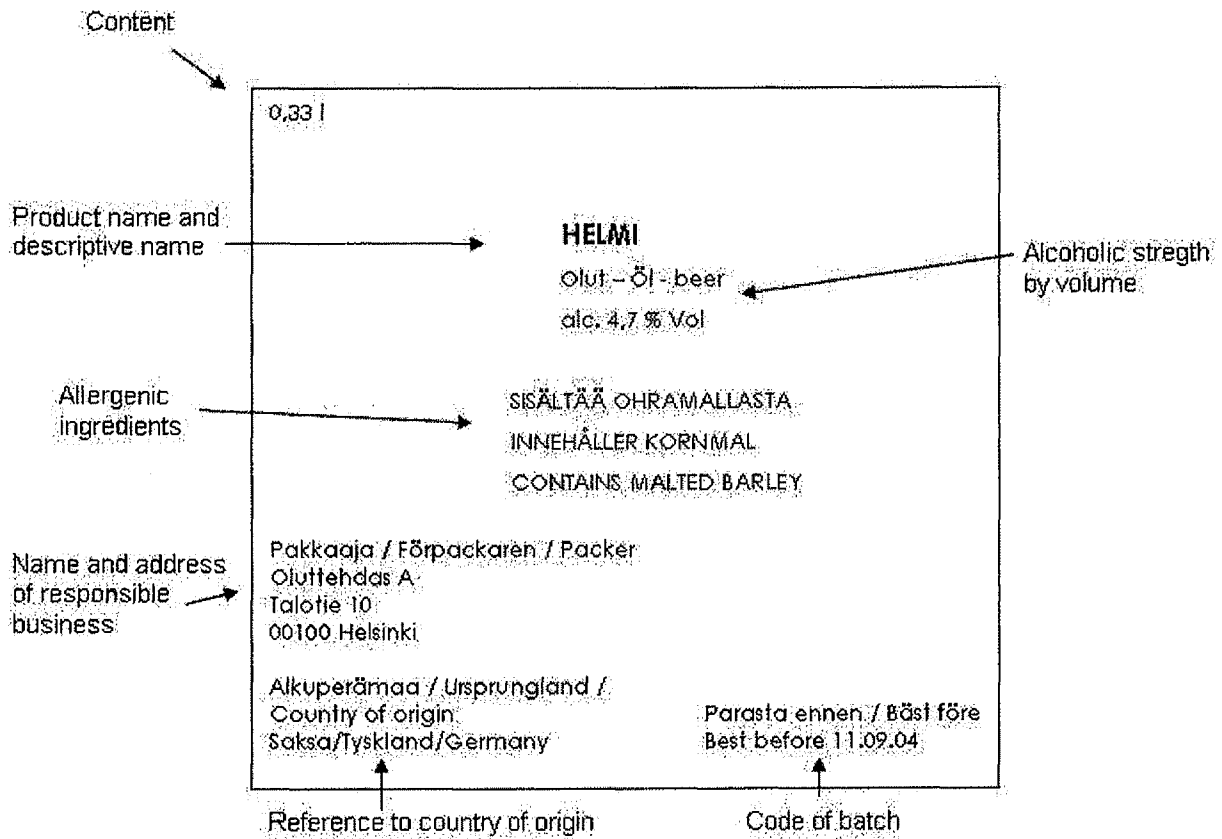
11. List of ingredients

It is not compulsory to include a list of ingredients in the labelling of an alcoholic beverage, but it is recommendable. If a list of ingredients is included, it must list all the ingredients and additives used, in descending order by their weight at the time of production. The title "ingredients and additives" [*valmistus- ja lisäaineet, tillverknings- och tillsatsämnen*] or "ingredients" [*aineosat/ainekset, ingredienser*] or a sentence/introduction including one of these should precede the list of ingredients.

the National Supervisory Authority for Welfare and Health advises permit holders to check the labelling of their products and to correct possible omissions.

Additional information on the labelling can be obtained from the National Supervisory Authority for Welfare and Health tel. +358 (0)9-7729 2450 or by e-mail: alkoholi@valvira.fi

Example label



Agreement between Systembolaget Aktiebolag and State General Provisions 1 § This agreement is between Systembolaget Aktiebolag - 'the company - and the state.

§ 2 The company will be there in Chapter 5. 1 § Alcohol Act (1994:1738) prescribed retail company.

§ 3 The company must be a member of the housing association or be a partner in real estate or real estate to obtain facilities necessary for the operation. In addition, the Company may not, without Government permission to acquire shares or other participation in other companies or in other economic activities.

Product Selection 4 § The company's product range should be such that no favoritism is done by domestic products. The selection may be based on an evaluation of product quality, special risks of harmful effects of the product, customer demand and other commercial considerations.

At the request of the supplier of the product which turned out of or removed from the company's catalog to the Company in writing detailing the reasons leading to its decision. The supplier shall be informed of his right to a review regarding alcohol and drug selection panel.

The range provided in this Agreement the alcoholic beverages it purchases the RFP. The right to appeal does not apply to order selection.

§ 5 The company shall without delay any decision by the Alcohol and Drug Board catalog.

In handling matters of the Board of the Company shall provide the Board of the materials and information requested.

§ 6 The company's trading margin should be set according to objective criteria, which apply equally to domestic and imported products.

Marketing and product 7 § The company's involvement in the promotion and product will be impartial and independent of country of origin. The Company shall, with regard to the law the restrictions on advertising of alcoholic beverages, promote new products that are known for their customers.

The company will also provide information to the public about the risks associated with consumption of alcoholic beverages.

Retail 8 § It is incumbent upon the company to retail sales in the manner required by the Alcohol Act. These operations are conducted efficiently and customers are given good service.

Activities must be exercised in their own operation.

9 § An overall goal for the company at the time of sale shall be that in principle each municipality makes requests for it to get a point of sale (retail systems).

The decision to establish or close down a system store to be taken by the Board of Directors. This decision is based on an overall assessment of business and service considerations.

§ 10 The Company shall hear the municipality and the police before the company makes decisions on establishment, relocation or closure of the store.

11 § The company decides on the operating times of the system stores under the guidelines adopted by the Riksdag.

§ 12 The Company shall in the annual report a description of the decision on the establishment or closure of the system store that has been taken and informing them of the establishment or closures that have taken place.

13 § At the request of buyers in the place where the system store are available, the Company arrange for the sale can be made through the dispatch of the requisition. For such a dispatch company may employ special agents. Missing opportunities to hire special agents to the goods sent by post or other suitable means of stop or station. Försändningskostnad be paid by the Company.

Wholesale 14 § Conducts company in the wholesale distribution referred to in Chapter 5. 1 § third paragraph of Alcohol Law, the Company is required to ensure that the activity must bear their own costs.

The company's trading conditions will be impartial, and consistent with the conditions otherwise applicable within the industry.

Auctioneers § 15 The Company's sales of spirits, wine and beer for sale on behalf of others may include only valuable collectibles. Such sales shall be made in the Company's management. The company may hire an individual or a company to help out with the score and the organization of sale or similar authority in connection with the auction business.

The company has the right to charge a fee for the sale or valuation.

Tests 16 § The company arranged tests of alcoholic beverages to the public mainly at special occasions by the Company decided to persons or groups of persons and under the direction of the Company's staff. Testing of or in connection with the Company's retail space will take place at times other than when the store is open for sale.

The company has the right to charge a fee for arranging the tests.

Duration 17 § This Agreement shall enter into force on 13 November 2007 and replaces the parties' agreement of 26 May 2004.

It now reached agreement for an indefinite period, with six months' notice. If it is necessary in light of decisions by the Riksdag, the agreement may be terminated on short notice, that such a parliamentary decision may cause.

Changes and additions § 18 Amendments and additions to this Agreement to be sought must be in writing and signed by both parties.

This Agreement is drawn up in duplicate, of which each his own.

Stockholm, 12 November 2007 the Swedish government to Systembolaget Aktiebolag
Hedengran Lars Olof Johansson Anita Steen

ALCOHOL ASSORTMENT BOARD

Alcohol Selection Board is a government agency to review certain decisions made by the monopoly. Administrative Services Agency manages the handling and administration for the Board.

If the monopoly rejects or removes a specific wine, beer or a certain spirit of its range, the supplier can appeal the decision to the Board of Alcohol Assortment. The Board's decision is final.

EU rules

Alcohol Selection Board was established in connection with that Sweden joined the EU as a guarantee that Systembolaget's retail monopoly applied in accordance with the procedures of non-discrimination in EC law.

Former Board also examined the decisions concerning Apoteket's product agreements. Then it was the alcohol-and drug selection committee, but when the pharmacy monopoly was abolished July 1, 2009 the Board changed its name.

Board activities are governed by agreements between the state and the monopoly and the instruction to the Board.

Board Composition

The Board comprises a chairman and five other members, one of which is currently vacant.

Anita Werner, President

Lena Asplund, MP

Billy Gustafson, MP

January Movitz, Deputy Director General National Food Administration

Matz Larsson, Director National Institute

Kammarkollegiet role

Administrative Services Agency manages the handling and administration for the Board. This means that staff employed by the Administrative Services Agency is preparing the cases that the Board may decide.