

**General Meeting
of Performance BIB**
Nîmes, France
25 to 27 November 2007



2007
NÎMES
2007

Session : Monday 26 November 2007 at 17:20
Consumer Preferences

Title : Control of the volume of wine
consumed

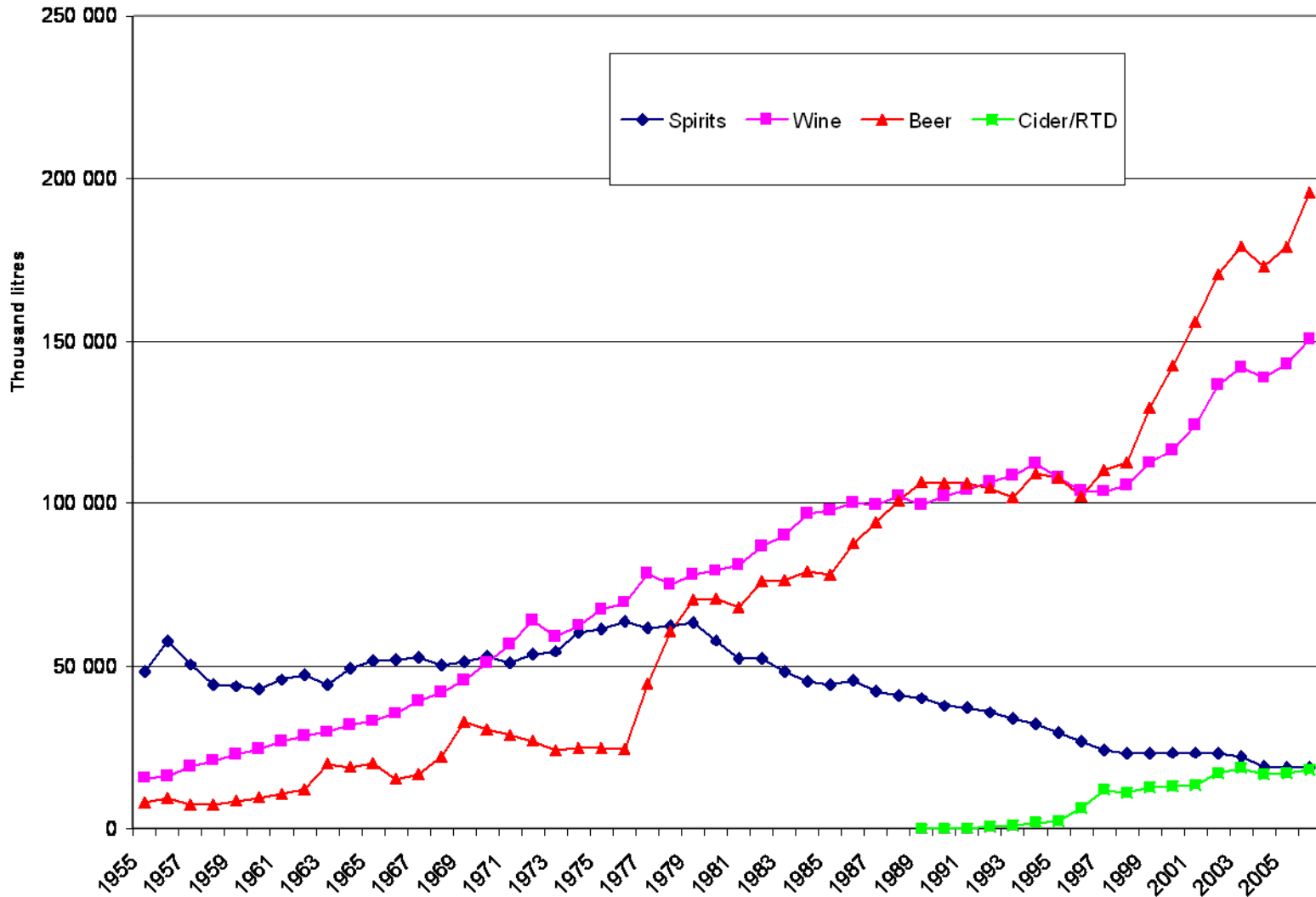
Speaker : Louise Key-Hedberg
(Systembolaget, Sweden)



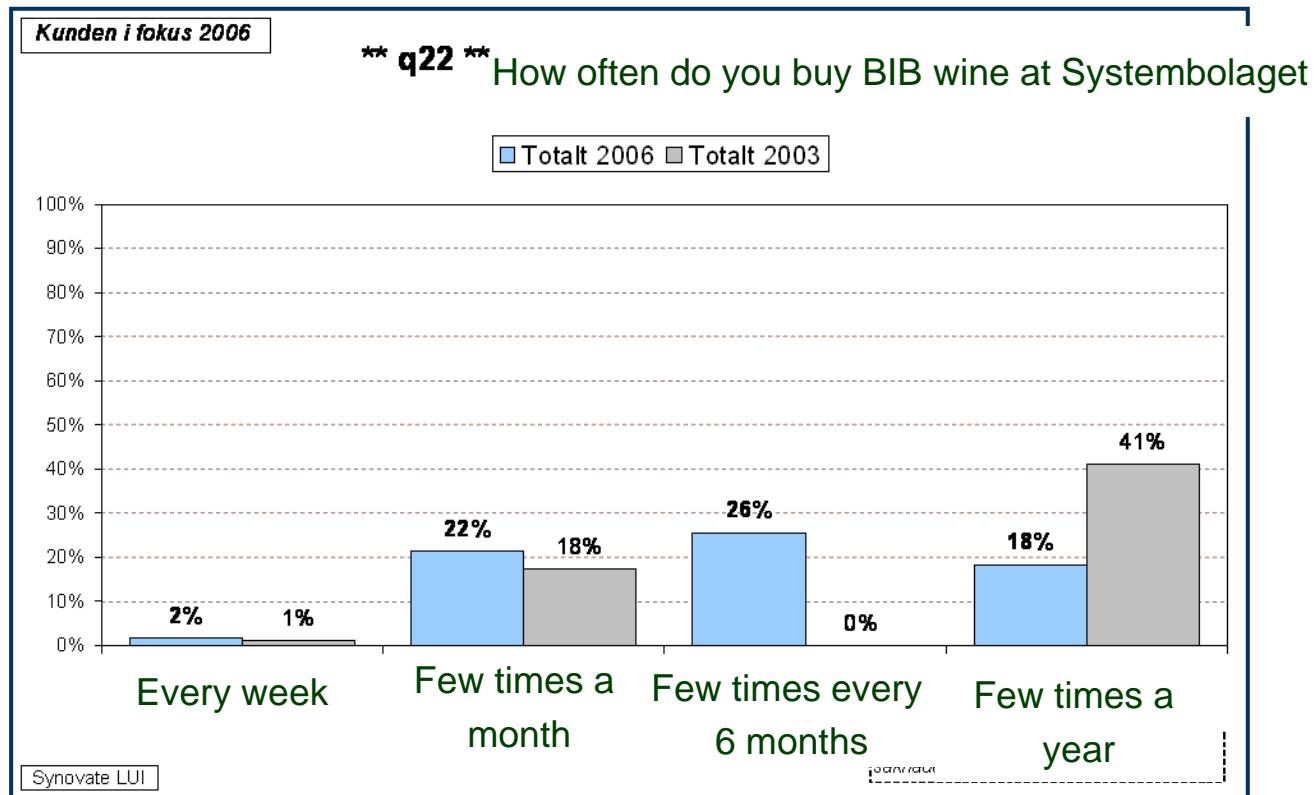
Short background Bag-in-box in Sweden

- Appr 55% of total sales in volume
- Swedish consumers trust this package and finds it very attractive
- Sales curve of wine has gone up dramatically since introduction into the market 10 years ago

Systembolaget sales 1955-2006



2 out of 3 buys wine in Bag-in-box at least once a year



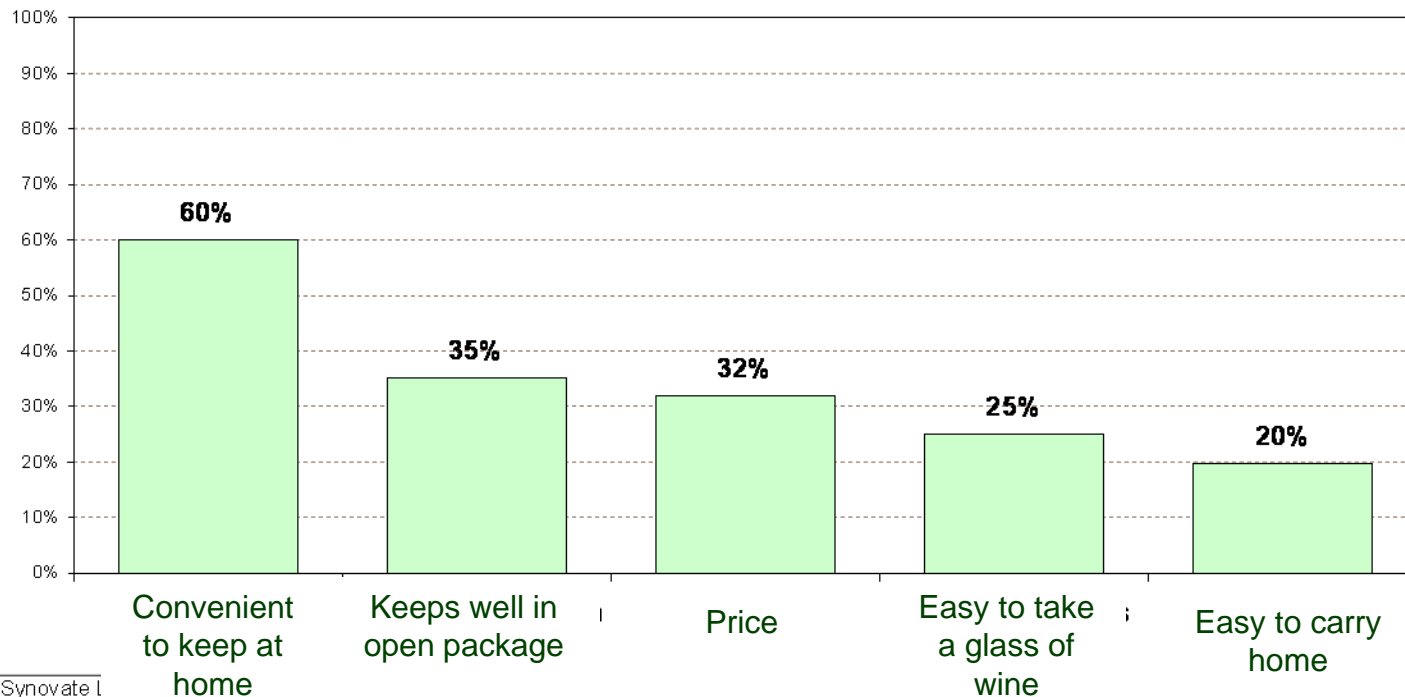
- 23% buys wine in box every month: over repr by 45+ yrs; higher consumption of wine and spirits in general than average consumer, higher income; great interest in food
- 2/3 red; 1/3 white

Motives for buying Bag-in-box

Kunden i fokus 2006

Bag-in-box customer (at least once a month) 23%

**** q23 **** Which are the two most important reasons for choosing a BIB-wine?



Synovate I

Systembolaget – Level indicator

- Purpose: Help our customers keep track of consumption. This action reflects our mission in terms of upholding Swedish alcohol policy.
- An example of a target group: Families with teenaged children in the house.

Systembolaget – Actions during 2008

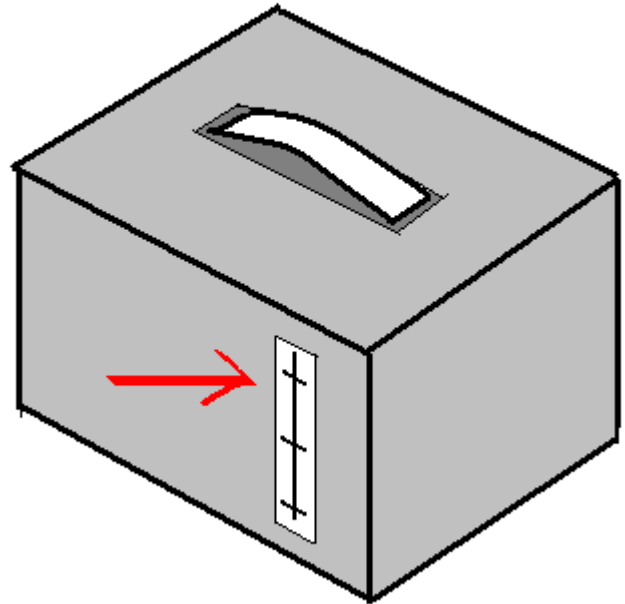
- Launch in October 2008 of a red and a white bag-in-box with level indicators

Base	Bag-in-box SEK 60+/l (3 l)		With level indicator, SEK 199
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- Ability to swap into new package for existing products

Technical approach

- Simple solutions
 - Production perspective
 - User perspective



Volume - lab control

Every year

Samples chosen from

- Total sale

- Earlier deviations

- Complaints

Results evaluated in accordance with EU directive 75/106/EEG with changes and reported back to importer.