



**Vinmonopolet**  
**The Norwegian Wine and Spirits Monopoly**  
(Established in 1922)

# More than just a bottle of wine



- **23 000 + products**
- **Adapt to new trends for example lower alcohol**
- **Our role is to minimize damage of the products we sell**



- **State owned and highly regulated**
- **No advertising**
- **We recommend based on customer needs and quality**

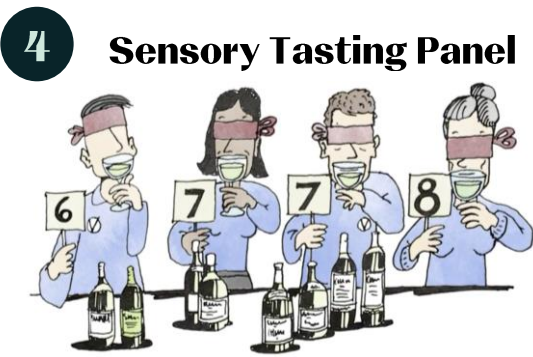
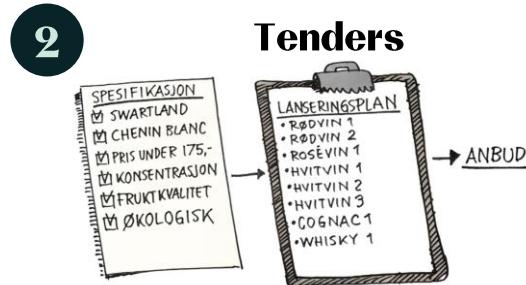


- **Incredibly complex supply chains**
- **Variation of raw materials**
- **Climate change & Terrior**
- **Our greatest risks are at raw material production**

# Our Purchasing Procedure:

Already include Geographic Indicators

PRODUCTS FOR THE BASIC-  
AND ONE-LOT RANGE



**Basic Range:**  
**In our stores for 12 months.**



# **What are the roles of certifications?**

For Vinmonopolet



# Certifications assist us to:

1. Minimize risk and increase traceability of our supply chains.
2. Gain insight: Quantitative and qualitative results.
3. Communicate Sustainability initiatives in our supply chains to our customers. For example:
  - Ethical certifications: Fairtrade and Fair for Life.
  - Environmentally Certified Production: Now to include Equalitas and California Sustainable Winegrowing Alliance.

In Summary:

To Reach our Sustainable Development Goals.

## OUR MAIN PRIORITIES



Decent work



Smarter solutions  
for environment and  
climate



A good, inclusive  
workplace



Sustainable  
consumer behaviour





# Important to emphasize

- That we as retailers can not be everywhere, so to monitor risk. We need to trust our partners/stakeholders.
- Our customers expect that all products we sell meet their expectations on sustainability, safety and quality.
- We need to trust certifications/standards and assist in bettering standards, so products are created according to our all three pillars and our goals.
- Benchmarking, harmonisation and recognition will be key in future.
- Transparency and honesty in and about our supply chains create trust.



A close-up photograph of a person's hands holding a large bunch of dark blue, ripe grapes. The person is wearing a light blue long-sleeved shirt. The background is blurred, showing more of the person's arms and the grapes.

**A/s VINMONOPOLET**

**Thank you for your time.**

[https://www.vinmonopolet.no/sustainability strategy](https://www.vinmonopolet.no/sustainability_strategy)