

# EQUALITAS

Dear wineries,

Starting from 1st March 2022 the Swedish retail monopoly of alcoholic beverages, Systembolaget will introduce a new label in all their stores as well as on their website. The label is called “Sustainable Choice” and the aim is to make it easier for Systembolaget’s customers to choose products that are the most sustainable in the assortment.

This new “Sustainable Choice” label will be given to products that meet certain criteria related to environmental, and social sustainability, climate friendly packaging and supply chain traceability.

Only a few standards meet both the environmental and social criteria; among them is the “Sustainable Product” certification of the SOPD Equalitas Standard issue 4. By adopting the product certification of the SOPD Equalitas Standard issue 4, the request of addressing both environmental and social aspects of production and farming is automatically complied with.

To provide necessary information to Systembolaget, it is necessary for the Swedish importer, the producer and/or relevant growers to follow a simple procedure for entering data in the Systembolaget Sustainability Platform. Moreover, it will be necessary to comply with the requirements of the packaging, which must have a lower climate impact compared to heavy glass bottles\*.

\*The following packaging are approved: cardboard packaging, Bag-in-Box, pouches, aluminum cans, PET plastic bottles, returnable glass bottles and lighter glass bottles.

The product must also be mapped upstream, including producers as well as growers which have contributed to the production of at least 2/3 of the volume of the product.

In conclusion, we would like to remind you of the advantages of the SOPD Equalitas Standard, given that our protocol is recognized as cutting-edge and therefore worthy of recognition by the market. We encourage you to consider the SOPD Equalitas Standard and then to compete for the Sustainable Choice, contacting your Swedish importers for more detailed information.

