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ALCOHOLISCHE DRANKEN

IN IJSLAND

FLANDERS INVESTMENT & TRADE MARKTSTUDIE

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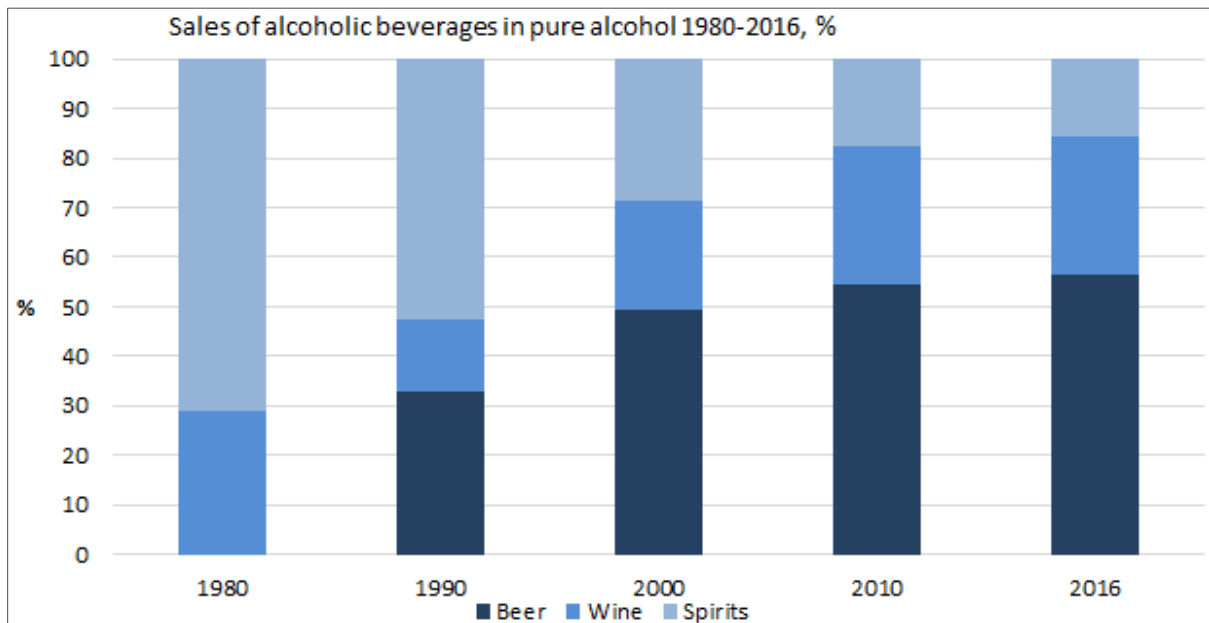
ALCOHOLISCHE DRANKEN IN IJSLAND

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Door de legalisering van bier onderging de consumptie van alcoholische dranken een belangrijke verandering. In 1988 bedroeg het aandeel gedistilleerde dranken, gemeten als pure alcohol, 77% en wijn 23%. In 1989 daalde het aandeel gedistilleerde dranken tot 52% en wijn tot 14%, terwijl bier 34% uitmaakte van de totale verkoop van alcoholische dranken. Het aandeel bier daalde enige tijd om vervolgens geleidelijk weer toe te nemen tot een stabiel gedeelte van ongeveer de helft van de totale verkoop van alcoholische dranken. Tegenwoordig staat bier voor meer dan de helft van de totale consumptie van alcoholische dranken.



Turnover of spirits, wine, beer and alco pops. 1000 litres

	Pure alcohol total	Spirits		Wine		Beer		Alco pops	
		As sold	Pure alcohol	As sold	Pure alcohol	As sold	Pure alcohol	As sold	Pure alcohol
2015	25 304	11.159	4.352	75.938	9.418	240.445	10 898	14.106	636
2016	25 841	11.120	4.337	76.351	9.470	249.450	11 336	15.472	698
2017	25 902	11.111	4.333	76.075	9.437	250.789	11 414	15.943	718
2018	26 207	10.888	4.247	77.219	9.577	254.925	11 586	17.677	798
2019	26 538	11.229	4.379	78.878	9.788	253.939	11 548	18.227	822

- Products that ÁTVR requests in order to enhance variety and quality of product range do not carry application fee.

Processing of application

The processing of application commences upon reception of samples and product certificate.

The process is as follows:

- Inspection of sample, regarding packaging and labelling.
- Product cataloguing and photographing for the ÁTVR website, www.vinbudin.is/heim
- Quality control, i.e. sensory check, inspection of product certificate and chemical analysis of sample.

The procedure normally takes about three weeks. If no remarks are made during inspection and quality check, the acceptance procedure begins.

If remarks are made, the applicant is informed that a decline is imminent and receives instructions on possible amendments.

Labelling

The principal information that should appear on alcohol labels are:

- I. Product name (legal denomination, a descriptive name or traditional name)
- II. Alcohol content by volume (e.g. “11.5% vol.”)
- III. Fluid volume (liter, centiliter or milliliter)
- IV. Allergens or intolerance agents if present (e.g. sulphite, barley, wheat, eggs, milk, etc.)
- V. The responsible party on the EEA (Name/corporate name and address or website)
- VI. Information on best before date and/or expiry date if applicable.
- VII. Production run – “lot number”.
- VIII. Bar code (EAN/UPC)

✚ Further information: [Regulation on food product information to consumers no. 1294/2014.](#)

Acceptance of application

When application procedure is completed without remarks and application fee has been paid the application is accepted.

ÁTVR decides the initial sale date of products. The decision is based on the waiting list of accepted applications for trial sale and the suppliers preferences. The sale of a new product normally begins 2-4 months following the date of acceptance.

4.3 Doing Business

Regulation no. 1106/2015 with later amendments covers the relations between ÁTVR and suppliers. Delivery and terms of payment are stipulated in [chapter VII, price variations are stipulated in chapter VIII and product variations in chapter II.](#)

Selling a new product

First order

Suppliers can expect first order to be placed approximately a week in advance of estimated sale date. The quantity is based on the shelf space of trial sale outlets and the estimated sales for the first weeks.

The appropriate quantity of first order varies depending on price and product group, but could be around 600 bottles or cans of lager, 300 bottles or cans of other beer, alcopop or cider, 60 bottles of wine, 24 bottles of fortified wine and wine priced at over ISK 3000 a bottle, 16 units of boxed wine (BIB), 60 bottles of distilled liquor. The following orders are based on sales and demand.

Distribution of a new product for trial sales

A product that is approved for trial sales period is distributed to four outlets: Heiðrún, Skútuvogur, Kringlan and Álfrún in Hafnarfjörður.

Delivery to ÁTVR

Each product order shall be delivered to ÁTVR's warehouse at Stuðlaháls in Reykjavík. ÁTVR can, however, under special circumstances make an agreement for delivery at other distribution centers at ÁTVR's choosing. If the quantity of product delivered is greater than the equivalent of one pallet layer, the product shall be delivered on an EUR pallet. The value of pallets shall be included in product price.

 [For further information, see article 47 of regulation no. 1106/2015 on ÁTVR's product selection, purchase and distribution of alcohol.](#)

Terms of payment

ÁTVR pays suppliers for received goods at the last day of each month or on the first weekday thereafter if settlement date coincides with a holiday. If a product in trial or period category is dropped from selection, the supplier shall reclaim unsold units and refund ÁTVR.

Price variation

As a rule, suppliers can announce price variations once a month. The new price normally takes effect on the first day of month and variations shall be announced on the supplier's website no later than on the twentieth day of the month before.

Price variation of products owned by ÁTVR are subject to ÁTVR's approval.

Product variation

The changing of a product from the approved sample is subject to ÁTVR's approval. An application for a product variation is best sent by e-mail to umsokn@vinbudin.is and concurrently a sample of the altered product or a picture or a proof if the alteration is but visual. If ÁTVR receives an altered product that has not been approved, it can be rejected or reception delayed while the product is examined.

 [Here is the regulation on product selection](#)

 [Clauses on delivery and terms of payment \(chapter VIII\)](#)

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- ✚ [Clauses on price variation \(chapter VIII\)](#)
- ✚ [Clauses on product variation \(chapter II\)](#)

4.4 Pricing

The supplier decides the price to ÁTVR himself. The fundamentals of suppliers price to ÁTVR are principally:

- Purchase price from the producer or foreign supplier.
- Transport costs.
- Alcohol tax
- Recycling tax on containers
- Other costs and supplier's trade margin

Together the above factors determine the supplier's price to ÁTVR.

ÁTVR's retail price in Vínbúðir

ÁTVR's retail price in Vínbúðir is established by adding ÁTVR's trade margin and an 11% VAT. The amount is balanced to nearest ISK.

Prices are the same in all outlets. The retail price is published at the ÁTVR website, vinbudin.is

ÁTVR's trade margin

ÁTVR's trade margin is decided by [law no. 86/2011, on sales of alcohol and tobacco](#).

ÁTVR's trade margin of alcohol containing up to 22% alcohol by volume shall be 18%, but trade margin of alcohol containing over 22% of alcohol by volume shall be 12%.

VAT on alcohol

The VAT on alcohol is 11%.

Alcohol and recycling taxes

Alcohol and recycling taxes are collected at customs. The amount is determined by law.

See: www.tollur.is and [Law on supplementary income of the treasury](#).

These taxes shall be included in supplier's price to ÁTVR.

5. INSTANTIES EN VERENIGINGEN

Áfengis- og tóbaksverslun ríkisins

(The State Alcohol and Tobacco Company of Iceland)

Stuðlahálsi 2, IS-110 Reykjavík

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vinbudin@vinbudin.is | www.vinbudin.is

- ÁTVR importeert zelf geen alcohol, maar een lijst van importeurs die via de 'Vínbúðin' (staatsmonopolie) verkopen kan gevonden worden via [List of alcohol suppliers](#) en hieronder. Helaas heeft niet iedere importeur een website, Deze die er een hebben, staan vermeld.

Árfar ehf.	Friggjarbrunnur 19, 113 Reykjavík		Innflytjandi (importeur)
Baldursbrunnur ehf.	Sörlaskjóli 62, 107 Reykjavík		Innflytjandi (importeur)
Baldursson ehf.	Sundlaugavegi 28, 105 Reykjavík		Innflytjandi (importeur)
Ber ehf.	Gerðhömrum 30, 112 Reykjavík	www.ber.is	Innflytjandi (importeur)
Bergmann & Co ehf.	Tónahvarf 6, 203 Kópavogi	https://bergmannogco.is/	Innflytjandi (importeur)
Blábjörg ehf.	c/o KHB Bruggghús, 720 Borgarfjörður eystri		Framleiðandi/dreifingaraðili (producer/distributor) KHB bruggghús
BogR ehf.	Dalvegi 16b, 201 Kópavogi		Framleiðandi/dreifingaraðili (producer/distributor) Volcanic Drinks ehf.
Bordeaux félagið ehf.	Skólavörðustíg 12, 101 Reykjavík		Innflytjandi (importeur)
Bruggsmiðjan Kaldi ehf.	Öldugötu 22, 621 Árskógssandur	www.bruggsmidjan.is/	Framleiðandi/dreifingaraðili (producer/distributor) Kaldi ehf. & Borg bruggghús
Business Bazaar ehf.	Laugavegi 182, 105 Reykjavík		Innflytjandi (importeur)
Bölggerðin ehf.	Stórholti 22, 105 Reykjavík		Framleiðandi/dreifingaraðili (producer/distributor) Böl Brewing
Cantina ehf.	Austurstræti 17, 101 Reykjavík		Innflytjandi (importeur)
Coca-Cola Ísland ehf.	Stuðlahálsi 1, 110 Reykjavík	www.cocacola.is/is/home/	Framleiðandi/dreifingaraðili (producer/distributor) Coca-Cola Ísland ehf. Einstök Ölgerð Hálogi Distillery Reykjavík The Reyka Vodka Company ehf Víking Bruggghús. Innflytjandi
Costco Wholesale Iceland ehf.	Borgartúni 26, 105 Reykjavík	www.costco.is/	Innflytjandi (importeur)
Crystal Club ehf.	Lynghólum 20b, 210 Garðabæ	www.crystalclub.is/	Innflytjandi (importeur)
Dialogos ehf.	Lönguhlíð 7, 210 Garðabæ	https://dialogos.is/	Innflytjandi (importeur)
Dista ehf.	Ásbúð 9, 210 Garðabæ	https://hob.is/	Innflytjandi (importeur)
Dokkan bruggghús ehf.	Sindragata 11, 400 Ísafirði	www.dokkanbruggghus.is/	Framleiðandi/dreifingaraðili (producer/distributor)
Don Raphael ehf.	Björtusólum 8, 201 Kópavogi		Innflytjandi (importeur)
Drykkur ehf.	Ármúla 36, 108 Reykjavík	https://drykkur.is/	Innflytjandi (importeur)
Dufland ehf.	Lynghálsi 11, 210 Garðabæ	https://dufland.is/	Innflytjandi (importeur)
DYORO ehf.	Tunguseli 7, 109 Reykjavík		Innflytjandi (importeur)

Netnordic ehf.	Laugarásvegi 75, 104 Reykjavík		Innflytjandi (importeur)
Norðar ehf.	Birkihlíð 1, 550 Sauðárkróki		Innflytjandi (importeur)
Opus vín ehf.	Gnitaheiði 4A, 200 Kópavogi	https://opus-vin.com/home/	Innflytjandi (importeur)
Pax vinum ehf.	Tjarnarstíg 13, 170 Seltjarnarnesi	https://paxbeveragegroup.com/	Innflytjandi (importeur)
Piccolo vín ehf	Hofsvallagötu 18, 101 Reykjavík	www.facebook.com/piccolo.vin/	Innflytjandi (importeur)
Pure Spirits ehf.	Kringlunni 7, 103 Reykjavík	www.purespirits.is/	Framleiðandi/dreifingaraðili (producent/distributeur)
Rautt ehf.	Pósthólf 738, 121 Reykjavík	www.rauttvin.is/	Innflytjandi (importeur)
Reykjavík Spirits hf.	Víkurhvarf 3, IS- 203 Kópavogi	www.reykjavikspirits.is	Framleiðandi/dreifingaraðili (producent/distributeur)
Rolf Johansen & Co ehf	Skútuvogi 10a, 104 Reykjavík	www.rjc.is/	Innflytjandi (importeur)
Rætur og vín ehf.	Nýbýlavegur 4, 200 Kópavogi	www.instagram.com/ræturogvin/	Innflytjandi (importeur)
S90 ehf.	Skipasund 90, 104 Reykjavík		Innflytjandi (importeur)
Salute ehf.	Háteigsvegi 10, 105 Reykjavík		Innflytjandi (importeur)
Smiðjan Brugghús ehf	Sunnubraut 15, 870 Vík	https://smidjanbrugghus.is/	Framleiðandi/dreifingaraðili (producent/distributeur)
Steindal ehf.	Hlíðarsmára 2, 201 Kópavogi	https://steindal.is/	Innflytjandi (importeur)
Strandgatan 7 ehf.	Strandgötu 7, 600 Akureyri		Innflytjandi (importeur)
Straver Import ehf.	Hvassaleiti 10, 103 Reykjavík		Innflytjandi (importeur)
Sunna ehf.	Vetrarbraut 8-10, 580 Siglufirði		Framleiðandi/dreifingaraðili (producent/distributeur): Segull 67 brugghús
Sælkeradreifing ehf.	Tunguhálsi 1, 110 Reykjavík	https://ojk-isam.is/en/	Innflytjandi (importeur)
The Brothers Brewery ehf.	Hvítingavegi 6, 900 Vestmannaeyjum	http://thebrothersbrewery.beer/	Framleiðandi/dreifingaraðili (producent/distributeur)
Tíu Vín ehf.	Stigahlíð 58, 105 Reykjavík	https://tiuvin.com/	Innflytjandi (importeur)
Tómas & Dúna ehf.	Bergholti 2, 270 Mosfellsbæ		Innflytjandi (importeur)
UVA ehf.	Baldursgötu 18, 101 Reykjavík	www.uvavino.is/	Innflytjandi (importeur)
Vandað ehf.	Skipholti 31, 105 Reykjavík	https://vandad.is/	Framleiðandi/dreifingaraðili (producent/distributeur): RVK Brewing/Ból Brewing

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Vendita ehf.	Fossahvarfi 16, 203 Kópavogi		Innflytjandi (importeur)
Veraldarvín ehf.	Hellugötu 12, 210 Garðabæ	www.facebook.com/Veraldarvin/	Innflytjandi (importeur)
Verslunarfélagið Nava ehf.	Gerplustræti 9, 270 Mosfellsbæ	https://nava.is/	Innflytjandi (importeur)
Veskú ehf.	Spóaási 4, 221 Hafnarfirði		Innflytjandi (importeur)
Vinisro ehf.	Stuðlabergi 92, 221 Hafnarfirði	https://vinisro.is	Innflytjandi (importeur)
Vinsando ehf.	Suðurlandsbraut 18, 108 Reykjavík	www.vinin.is/	Innflytjandi (importeur)
Vitabona ehf.	Laugavegi 51, 101 Reykjavík	www.vitabona.is/	Innflytjandi (importeur)
Vínbóndinn ehf.	Kristnibraut 10, 112 Reykjavík	www.vinbondinn.is/	Innflytjandi (importeur)
Vindeildin ehf.	Sólveigarstöðum, 605 Akureyri	https://vindeildin.is/	Innflytjandi (importeur)
Vínekran Bourgogne ehf.	Kópavogsbraut 103, 200 Kópavogi	http://vinekran.is/	Innflytjandi (importeur)
Vínerí ehf.	Brekkgötu 11, 210 Garðabæ		Innflytjandi (importeur)
Víngerð Reykjavíkur ehf.	Ljósheimum 16b, 104 Reykjavík	https://reykjavikdistillery.is/	Framleiðandi/dreifingaraðili (producent/distributeur)
Vínnes ehf.	Skútuvogi 1f, 104 Reykjavík	https://vinnes.is/	Framleiðandi/dreifingaraðili (producent/distributeur): Volcanic Drinks ehf. Innflytjandi
VínTrío ehf.	Hlíðasmára 2, 201 Kópavogi	http://vintrio.is/	Innflytjandi (importeur)
Vínus-Vínheimar ehf.	Njarðargötu 3, 230 Reykjanesbær	www.vinheimar.is/	Innflytjandi (importeur)
Vínvinir ehf.	Höfðabakki 9 A, 110 Reykjavík	https://vinvinir.is/	Innflytjandi (importeur)
Wine & stuff ehf.	Fagrahjalla 19, 200 Kópavogi	www.wineandstuff.is/	Innflytjandi (importeur)
X2 ehf.	Akraseli 13, 109 Reykjavík		Innflytjandi (importeur)
Ægir Brugghús ehf.	Hverfisgötu 105, 101 Reykjavík	http://aegisgardur.is/	Framleiðandi/dreifingaraðili (producent/distributeur): Mói Ölgerð
Öldur ehf.	Háholt 23, 270 Mosfellsbæ	www.öldur.is/	Framleiðandi/dreifingaraðili (producent/distributeur)
Ölgerðin Egill Skallagríms hf.	Grjóthálsi 7-11, 110 Reykjavík	www.olgerdin.is/	Framleiðandi/dreifingaraðili (producent/distributeur): Borg Brugghús Ölgerðin Egill Skallagrímsson
Ölvisholt ehf.	Hringhella 3., 201 Hafnarfirði	www.olvisholt.is/	Framleiðandi/dreifingaraðili (producent/distributeur)

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