

## Legal

- Finns must be 18 to buy some wines.
- Alcohol is heavily taxed in Finland. 45% of the price of a bottle of wine are taxes.
- As France and Finland are both part of the European Union, the exportation of products falls into the free circulation of goods so there is no custom fee.

## Political

- The state-controlled company Alko has a monopoly in wine and spirits market in Finland.
- Alko stores are controlled by the Ministry of Social Affairs and Health.
- There is no other way to sell wine directly to consumers but Alko. But a wines can still be sold through restaurants and bars.

## Economic

- Growth : 2,7% (2011)
- Unemployment : 8,1% (09/2013)
- Inflation : 3,2 % (2012)
- Alcohol expenditures : \$1182 per person in 2012 (Huffington Post, 2013).

## Château Baron de la Voile Wine market in Finland

## Environmental

- Finns give a lot of importance to the sustainability and the green features of a product.
- Alko charges more wine bottles that can't be recycle in Finland than those which can be (Alko website, 2013).

## Technological

- Possibilities to communicate and advertize through Internet and the social networks.
- Trends of organic wines : new production processes.

## Social

- 5,4 million inhabitants in Finland , with around 4,3 million people over 18 (UNICEF website, 2011).
- GDP : 250 billion USD (2012)
- Alcohol consumption behavior : around 10 liters of pure alcohol per person and per year, which ranks the Finns in the European average. However important issues of binge drinking among teenagers.