

Call for listing:

S2024-03 - Scotch Single Malt, Scotch Whisky Blended, Irish Whiskey, & Whisky Other

Wednesday, April 17th, 2024

CATEGORY PERFORMANCE:

Scotch Single Malt;

Scotch Single Malt represents a \$6.58 million annual portfolio trending at -7.87% in \$ sales and -9.1% in L sales.

Primary category indicators are as noted below.

- ✓ Scotch Single Malt priced between \$60.00-\$79.99 represents the largest segment of the category at 34% of the category \$ Sales and is trending at -16.7% in \$ sales and -24.1% in L sales.
- ✓ Scotch Single Malt priced between \$40.00 - \$49.99 had the largest dollar gains, at \$36,000 in sales and is trending +12.6% in \$ sales and +9% in L sales.
- ✓ Within Scotch Single Malt the following sizes have significant share of segment. (700ml/750ml - 95% share and 1140ml - 5% share).

Scotch Whisky Blended;

Scotch Whisky Blended represents a \$6.06 million annual portfolio trending at -7% in \$ sales and -10% in L sales.

Primary category indicators are as noted below.

- ✓ Blended Scotch priced between \$40.00 - \$49.99 represents the largest segment of the category at 35% of the category in \$ Sales and is trending at -1% in \$ sales and -6.4% in L sales.
- ✓ Blended Scotch priced between \$80.00 - \$99.99 had the largest dollar gains, at \$106,600 in sales and is trending +31% in \$ sales and +28% in L sales.
- ✓ Within Blended Scotch the following sizes have significant share of segment. (750ml - 50% share, 1140ml - 41% share, and 1750ml – 9% share).
 - In terms of trend, the 1140ml size has the fastest growth rate at +5.4% in \$ sales, as well as the largest \$ gain at \$128,000 in sales over the last 12 months.

Irish Whiskey;

Irish Whiskey represents a \$4.9 million annual portfolio trending at -2.75% in \$ sales and -7.5% in L sales.

Primary category indicators are as noted below.

- ✓ Irish Whiskey priced between \$40.00 and \$49.99 represents the largest segment 29% of the category \$ Sales and is trending at -10.6% in \$ sales and -17% in L sales.
- ✓ Within Irish Whiskey the following sizes have significant share of segment. (750ml - 65% share, 1140ml – 22% share, and 1750ml – 11% share).
 - In terms of dollar growth, the 1140ml size has contributed the most, gaining \$5,800 in sales and trending +0.5% in the last 12 months.

Whisky Other;

Whisky Other represents a \$580,000 annual portfolio trending at -8.95% in \$ sales and -12.2% in L sales. 70% of this segment is represented by Japanese Whisky.

CALL FOR LISTING PARAMETERS:

Category Management is seeking product presentations for whisky(ey) segments outlined below, that will enhance our current assortment, with a focus on:

- Product with proven sales in other markets, current accolades, or strong price/quality ratio
- New brands with innovative packaging/or targeting a new customer
- Products that offer points of differentiation to the current assortment
- Strong marketing support
- Line extensions on current brands with strong performance in the Manitoba market
- Size extensions on current brands with strong performance in the Manitoba market

Pricepoints being requested (based on a standard 750ml size format);

- Scotch Single Malt – Pricepoint \$40.99 - \$199.99
- Scotch Whisky Blended – Pricepoint \$29.99 - \$149.99
- Irish Whiskey – Pricepoint \$29.99 - \$99.99
- Whisky Other – Not required at this time

**Note: Sizes 375ml or smaller will not be considered

****Application Limit:** A **maximum of 6** completed applications will be accepted per agent across all segments.

Email Application to: categorymanagement@mbll.ca

Subject line: S2024-03 - Scotch Single Malt, Scotch Whisky Blended, and Irish Whiskey

Application deadline: 11:59 pm CT, Tuesday May 14th, 2024

Applications received after the deadline will not be accepted

Application checklist:

Only applications containing **ALL** components of this check list will be considered. Applications missing information will be deemed incomplete, and not considered for listing.

Required:

- ✓ Product Presentation (**Template format to be followed**)
 - ✓ Supplier Information Form (excel format only, no PDF)
 - ✓ Product Application Form (Most recent version only, see attached)
 - Completed forms must be submitted in excel format only
 - ✓ 2 Digital Color Images of the selling unit (either PDF or JPEG format only).
 - 1 image for MBLL Website (Bottle/can – 3” wide at 300 dpi or case/package – 5” wide at 300 dpi)
 - 1 image of Back/Side label –clear enough to review all label details
- Please note** file share transfers (E.g. We transfers) will not be accepted
- ✓ Review SR Product Listing Guidelines prior to submissions
 - ✓ Product must be CFIA (Canadian Food Inspection Agency) compliant

Additional requirements if applicable:

- ✓ Letter of Authorization
- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)
- ✓ Product sell sheet (Optional)

Evaluation Criteria:

Evaluations will be conducted on the material provided, including, but not limited to the following criteria.

- ✓ Sustainability and overall suitability of the product to meet or exceed MBLL’s current and future business needs
- ✓ Compatibility of the product to meet MBLL strategic focus
- ✓ Quality and detail of the documentation submitted

Terms & Conditions:

- ✓ Any submissions accepted by the MBLL, shall not constitute a contract between the parties
- ✓ The MBLL reserves the right to withdraw this Call for Listing at any time, for any reason
- ✓ Suppliers may alter or withdraw their submission at any time prior to the closing date

Reminder:

- ✓ Samples are not required at the time of submission and are upon request only

We thank everyone for their applications, however notifications will only be issued for successful listings which will be communicated by August 1st, 2024.

Thank you, Category Management