

TO: All Supplier and Industry Representatives
FROM: Manitoba Liquor and Lotteries – Supply Chain
DATE: July 4, 2018
RE: Assortment Enhancement Program

Good day,

Manitoba Liquor & Lotteries Supply Chain has recently updated the Call for Listing and Innovative Products Programs as part of the Core Merchandising business model and will now introduce the Assortment Enhancement Program commencing September 1, 2018.

The Program is designed to enhance communication between the Category Management team and industry representatives that will allow for an open and efficient process to collect and source Distinctions, Allocations, Bordeaux Futures and One Time purchase opportunities in support of a shopper centric retail model.

Program Overview:

1. These products will fall outside the standardized Call for Listing and Innovative Products Programs and can be proposed at any time. The Assortment Enhancement Program can be initiated by email or meeting request directly with the Category Manager.
2. Only Distinctions, Allocations, Bordeaux Futures or One Time purchase opportunities will be considered as part of this program.

Submission/Selection Information:

1. Preliminary submission outlining the opportunity should be presented to the Category Manager via email or in person.
2. The Category Manager will review the initial information provided and if they wish to pursue the opportunity may request a completed product information form, supplier information form, digital product image; sell sheets, ACD data, sample and/or any other supporting documentation.
3. All documentation will be evaluated and a final decision regarding listing and purchase quantity, if applicable, will be determined and communicated to the appropriate representative.

If you have any questions, please direct them to Jeff Wiebe at Jeff.Wiebe@mbl.ca or at 204-957-2500 ext. 4637 or Paul Halayko at Paul.Halayko@mbl.ca or at 204-957-2500 ext. 5860.

Regards,

Jeff Wiebe
Manager, Category Management & Analysis

Paul Halayko
Manager, Core Merchandising