Call for listing:

B2026-04 - Spring - Summer Seasonal Beer

November 18, 2026

Category Management is seeking product presentations for seasonally relevant Beer offerings for the Spring - Summer 2027 season.

Successful listings will be released to Liquor Marts starting April 2027 and be available through to August 2027.

Criteria:

- Craft Style: single serve can or bottle 473ml & 500ml
- Domestic: single serve or small-medium multipacks of new items
- Import: single serve
- Proven Brand sales success locally or in other markets
- Additional formats of currently listed products will not be considered
- Core listings will not be considered

Application Limit

A **maximum** of 4 completed applications per Agent, and/or Supplier will be accepted for review.

New products are scheduled to be released in Liquor Marts starting April 2027. Supporting this timeline, MBLL distributed products should be received in our DC by mid-March 2027, if applicable.

Application Submissions to be completed via.

Smartsheet – Beer Application form
Application deadline: 11:59 pm CT, December 15, 2026
Applications received after the deadline may not be considered

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 Application Form (Smartsheet) including the following attachments:
  - Product Presentation Template 2026
  - Supplier Information Form (excel format only, no PDF)
  - Letter of Authorization
  - Product Technical/Sell Sheet

- 2 Digital Color Images (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*

Required forms and templates are located at https://www.mbllpartners.ca/liquor-partners/liquor-agents-suppliers

Additional information and requirements:

- ✓ Product must be Canadian Food Inspection Agency (CFIA) compliant
- ✓ Review of Social Responsibility Product Listing Guideline Prior to submission
- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)
- ✓ Organic Certification if applicable

Evaluation Criteria:

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

- ✓ Compatibility of the product to meet MBLL strategic focus
- ✓ Quality and detail of the documentation submitted

Terms & Conditions:

- ✓ Any submissions accepted by 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

Samples:

- ✓ Samples are not required at the time of submission and are upon request only.
- ✓ All successful listings will require 1-2 samples and will be requested at time of approval notice.

Potential listings are encouraged to support MBLL's Net Zero Emissions by 2050 goal by reducing supply chain emissions, such as using lightweight packaging, lowering GHG emissions, supporting biodiversity, and certified organic production practices.

We thank everyone for their applications; however, notifications will only be issued for successful listings which will be communicated by January 29, 2027.