

CALL FOR LISTING:
Holiday Gift Packs & Holiday Seasonal

January 17, 2024

OBJECTIVE

Category Management is requesting submissions in all categories from qualified suppliers for Holiday Gift Packs, products packaged with a Christmas or Holiday theme, as well as products supporting seasonally relevant flavours.

CATEGORY PERFORMANCE

Holiday Gift Packs and Holiday Seasonal products represented a \$1.8 million program last year (October – December 2023) consisting of an assortment of 60 items. Public/Liquor Marts sales represented approximately 80% of the total sales.

Holiday Gift Pack & Holiday Seasonal Category performance:

Category	Net Sales \$	% of Net \$ Sales
	\$1,826,902	100.00%
Spirits	\$1,381,175	75.60%
Wine	\$174,565	9.56%
Ready to Drink	\$118,339	6.48%
Beer	\$152,822	8.37%

CRITERIA

Successful listings are expected to arrive in Manitoba no later than October 11, 2024 to ensure store execution by November 1, 2024. *Failure to meet arrival dates may result in cancelled purchase orders, guaranteed sales, or markdown coverage.*

Areas of Interest:

- Well recognized brands that have gift packaging, holiday themed packaging or a seasonally relevant flavour
- Advent calendars (24 individual units in small format size only)
- New products with unique innovative packaging or on-trend flavours that are seasonally relevant
- Multi-bottle gift sets
 - Various size formats accepted

Application Submission to: categorymanagement@mbll.ca for Spirits & Gift Packs, and use Smartsheet for Wine, Beer & RTD

*Subject line: Holiday Gift Packs and Holiday Seasonal 2024
Application deadline: 11:59 pm CT, Tuesday February 13th, 2024
Applications received after the deadline will not be accepted*

Requirements of Submissions

- A Holiday Gift Pack must consist of at least one selling unit with something to compliment (example: corkscrew, toque, glassware, etc.) or a variety of selling units in a single enclosed package
 - Value Adds are not considered a gift pack and must be applied for via Marketing Program Guide
- For pricing purposes, it is essential that the cost of Holiday Gift Pack items be broken down into a gift component and a product component; mark-ups are applied to the liquor only
- If the parent item is listed by MBLL, the liquid cost must match that of the parent item
- Firm retails are required, please ensure that the correct retail price is stated on the application
 - MBLL will hold to this firm retail, and case costs will be adjusted accordingly
- Application forms:
 - Holiday Gift Pack: to be submitted on the **Gift Pack Application Form**
 - Holiday Seasonal: to be submitted using the standard **Product Listing Application Form pertaining to the individual category**
 - Beer, Ready to Drink & Wine – Smartsheet
 - Spirits - Product listing application form

All submissions require a completed presentation. Please prepare your proposal giving details below. It is important that presentations contain all criteria to allow for a thorough analysis of the opportunity.

Presentation details/Performance Measurement:

- If it is a previously listed MBLL Holiday Gift Pack or Holiday Seasonal Listing
 - Provide SKU# and indicate last year's performance in dollars and cases
 - If it is a gift pack, identify the value to gift ratio (ex. product \$35.99, gift \$4 = retail \$39.99)
 - Include breakdown for previous year
 - Anticipated MBLL seasonal dollar and case sales for 2024
 - Indicate how the item will enhance our holiday selection performance
- If it is a new Holiday Gift Pack of an existing MBLL listed product
 - Indicate the following from the listed parent product
 - SKU#, current retail price, annual sku performance and brand performance in Manitoba in dollars and cases
 - The value to gift ratio (ex. product \$35.99, gift \$4 = retail \$39.99)
 - Include sales performance in other markets: dollars and cases
 - Anticipated MBLL seasonal dollar and case sales for 2024
 - Indicate how the item will enhance our holiday selection performance
- If it is a new Holiday Gift Pack or new Holiday Seasonal flavour/package variation not listed by MBLL
 - Brand performance nationally
 - SKU performance nationally
 - Anticipated MBLL seasonal dollar and case sales for 2024
 - Indicate how the item will enhance our holiday selection performance

Application Checklist:

Required:

- ✓ Product Presentation – Template provided
- ✓ Supplier Information Form (excel format only, no PDF)
- ✓ Product Application Form (found on MBLL partners website)
- ✓ Digital Color Image of the selling unit (either PDF OR JPEG format only).
 - *Image for the MBLL Website (Bottle/can – 3” wide at 300 dpi or case/package – 5” wide at 300 dpi)*
 - *Image of Back/Side label –clear enough to review all label details*
 - *Images must be against a white background only*
 - Please note: File share transfers (E.g. We transfers) will not be accepted

Additional requirements if applicable:

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

Listing Information:

- ✓ Review Social Responsibility Product Listing Guidelines prior to submission

Evaluation Criteria:

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

- ✓ 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 April 19, 2024.

Thank you,
Category Management