



Call for listing – W2024-05 Fortified Wine

March 8, 2024

Category Management is seeking product presentations for Fortified Wine with a **primary focus** on 750ml format. Please note, Apera and Maderia wines will not be considered.

CATEGORY PERFORMANCE: (March 2023 – Feb 2024)

Fortified Wine represents an annual portfolio of \$2.6 million trending -7% in \$ sales and -10% in L sales.

Category Trends

- Sherry/Apera represents 36.6% of the category sales; in decline -13% in \$ sales, -17% in litre sales
- Port/Tawny represents 31% of the category sales; also in decline at -7.6% in \$sales, -13.5% litre sales
- Other (Primarily Vermouth) represents 32% of the category sales, showing growth of +1.2% in \$ sales, +1.4% in litre sales
- The 750ml size format represents 79% of \$ sales, -10% in net sales, -15% in litre sales

Application Limit: A **maximum of 3** completed applications per Agent, and/or Supplier will be accepted for review.

-
- *Please submit applications to the new Wine Smartsheet Application Form*
 - *Smartsheet Link can be found in the body of the email and on the partners website*
 - ***Application deadline: 11:59 pm CT, April 7, 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)
 - With letter of authorization if required
 - ✓ Product Application Form (Smartsheet)
 - Only Smartsheet submissions will be accepted, no excel forms
 - ✓ 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 of Social Responsibility Product Listing Guideline prior to submissions

Additional requirements if applicable:

- ✓ 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 only necessary upon request

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by **May 10, 2024**.

Thank you,
Category Management