

Call for listing:

W2021-10 Table Wine – Australia

September 8, 2021

CATEGORY PERFORMANCE:

Table Wine – Australia within MBLL represents a \$15.5 million annual portfolio, generating a softer \$ growth of **(-0.52%)** with a Litre growth of +0.06%.

Primary category indicators are as noted below:

- ✓ Red Wine represents 60% of the category sales, with a \$ per SKU of \$81K
- ✓ White Wine represents 34% of the category sales, with a \$ per SKU of \$143K
- ✓ Rose' Wine represents 6% of the category sales, with a \$ per SKU of \$96K

- ✓ The 750ml size format commands 76% of sales, delivering a \$ per SKU of \$83K
- ✓ The 3 premium price bands combined control 73% of the sales securing a \$ per SKU of \$103K
- ✓ 42% of the listed SKU's represent 82% of sales commanding a \$ per SKU of \$179K

Category Management is seeking product presentations for the following;

- Shiraz / Cabernet Sauvignon / Muscat / Varietal Blend / Chardonnay / Pinot Gris / Merlot
 - 750ml Format
 - Price Point: \$15.99 - \$19.99
 - 1500ml Pouch: (Bottles will not be considered)
 - Price Point: \$27.99 - \$34.99
 - 3L Box Format
 - Price Point: \$37.99 - \$44.99
- Shiraz / Cabernet Sauvignon / Varietal Blend / Chardonnay
 - 750ml Format
 - Price point: \$22.99 - \$39.99
- Rose'
 - 750ml Format
 - Price Point: \$13.99 - \$17.99

Application Limit:

- A **maximum** of 4 applications will be accepted per Agent

Email Applications to: categorymanagement@mbll.ca

Subject line: W2021-10 Table Wine – Australia

Application deadline: 11:59 pm CT, Tuesday October 5, 2021

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 (Most recent version only)
 - Completed forms must be submitted in excel format only
- ✓ 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
 - Please note: File share transfers (E.g. We transfers) will not be accepted
- ✓ Review CSR Product Listing Guidelines prior to submission (**NEW**)

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 are upon request only

We thank everyone for their applications; however, notifications will only be issued for successful listings which will be communicated by November 19, 2021.

Thank you,
Category Management