

**Call for listing:**  
*B2021-03 Fall/Winter Seasonal Beer*

May 28, 2021

Category Management is seeking product presentations for seasonally relevant Beer offerings for the upcoming Fall-Winter 2021-22 season.

Successful listings are intended to be active in Liquor Mart retail starting mid-September 2021 through to - March 2022.

**Criteria:**

- Craft Style: single serve can 473ml, and 500ml are preferred however small-medium multipacks will be considered for current brands with growth
- Domestic and Import non-craft style: single serve, and small-medium multipacks will be considered for current brands with growth
- Proven Brand sales success locally or in other markets
- Core listings will not be considered at this time

**Application Limit**

A **maximum** of 5 completed applications per Agent, and/or Supplier will be accepted for review.

New products will be released in Liquor Marts starting mid-September 2021 with expected product arrival to our warehouse early September, if applicable.

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*Email Applications to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)  
Subject line: B2021-03 Beer – Fall Winter Seasonal  
Application deadline: 11:59 pm CT, June 27, 2021  
Applications received after the deadline will not be accepted*

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**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 (See attached template)
  - ✓ Supplier Information Form (excel format only, no PDF)
    - With letter of authorization if required
  - ✓ Product Application Form (Most recent version only, see attached)
    - Completed forms must be submitted in excel format only
  - ✓ 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

**Additional requirements if applicable:**

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

**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 July 30, 2021.

Thank you,  
Category Management