

Call for listing:
B2022-04 - Value Beer

June 6, 2022

Category Management has conducted a review on Value priced (Economy) offerings within our Beer assortment. Currently only three Value priced items are listed at Liquor Marts. As a result of the review, we have decided to expand our assortment of Value priced beer options with brands that will grow the overall Liquor Mart Beer Category and support customer demand while maintaining our strategic goal of premiumization.

Category Management is seeking product presentations for Value priced beer that meet the following criteria:

Criteria:

- Domestic, Import, or Craft Style
- Format: 15 units and greater per package; aluminum cans
- Proven item sales locally or in other markets
- ABV: a maximum of 5.5% and under
- Must meet MBLL's Social Responsibility Guidelines

Application Limit

This opportunity is limited by way of the number of additional items we will add, therefore we are accepting a **maximum** of only **2** applications per Agent, and/or Supplier.

*Email Applications to: categorymanagement@mbl.ca
Subject line: B2022-04 Value Beer
Application deadline: 11:59 pm CT, June 26, 2022
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 (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

*Review CSR Product Listing Guidelines prior to submission; available at <https://www.mblpartners.ca>

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 notification will only be issued for successful listings and communicated by July 15, 2022.

Thank you,
Category Management