

Call for listing:

B2023-05 Domestic Beer (produced in Canada; non-craft style)

October 20, 2023

CATEGORY PERFORMANCE: October 2022-September 2023:

The Domestic Beer category in Manitoba (excluding craft style beer) generated \$250MM in net \$ sales and had YOY net sales \$ decline of -0.8%.

More specifically in **Liquor Marts**, Domestic Beer generated nearly \$45MM in net \$ sales, a decline of -3% in net \$ sales over the same period last year; 18% share. The contribution by style and respective net sales \$ growth % is as follows:

Beer Style	Net Sales \$	Net Sales \$ Contrib %	YOY Net Sales \$ Growth %
Total	\$ 44,914,250	100.0%	-2.9%
Lager	\$ 42,147,961	93.8%	-1.9%
Ale	\$ 1,959,339	4.4%	-13.5%
Assortment/Taster Pack	\$ 533,182	1.2%	-37.0%
Zero Alcohol	\$ 241,168	0.5%	54.7%

Contribution by format at Liquor Marts:

- Multi-packs represent 87% of net sales with -1.6% YOY negative growth
- Single Serve represent 13% of net sales, with -10.5% YOY growth

Criteria

Category Management is seeking full time listings for Domestically produced beer, non-craft style, to enhance our current core assortment. Please do not submit applications for product that the manufacturer would deem to be craft style.

- Second formats of currently listed liquid are considered for those with annual **public sales** \$250,000+
- A **maximum** of 5 completed applications per Agent, and/or Supplier will be accepted for review
- Please note the following will not be considered;
 - 24 packs
 - Seasonal items, Craft Style, Imports (call specific)

New products may be released in Liquor Marts starting in March 2024; with expected product arrival to our warehouse early March, if applicable.

Please apply online: <https://app.smartsheet.com/b/form/f1c0e17970564b00a7a935592cccb6fb>

Application deadline: 11:59 pm CT, November 17, 2023
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, 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 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 are upon request only

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by December 15, 2023.

Thank you,
Category Management