

Call for listing:
B2023-06 Spring/Summer Seasonal Beer

November 17, 2023

Category Management is seeking product presentations for seasonally relevant Beer offerings for the Spring-Summer 2024 season.

Successful listings are intended to be active in Liquor Mart retail starting April-May 2024 through to August 2024.

Criteria:

- Craft Style: single serve can 473ml, 500ml, and variety packs
- Domestic: single serve, small-medium multipacks of new items
- Import: single serve
- Proven Brand sales success locally or in other markets
- Additional formats of currently listed core product will not be considered

Application Limit

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

New products may be released in Liquor Marts starting March 2024. Expected product arrival to our warehouse in February, if applicable.

*Please apply using our online Beer Application form found here:
<https://www.mblpartners.ca/liquor-partners/liquor-agents-suppliers>
Application deadline: **11:59 pm CT, December 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 online version available at www.mblpartners.ca)
 - Completed forms must be submitted online
 - ✓ 2 Digital Color Images of the selling unit (either PDF or JPEG format only).
 - 1 image for MBL 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 document 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 MBL’s current and future business needs
- ✓ Compatibility of the product to meet MBL strategic focus
- ✓ Quality and detail of the documentation submitted

Terms & Conditions:

- ✓ Any submissions accepted by the MBL, shall not constitute a contract between the parties
- ✓ The MBL 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 January 31, 2024.

Thank you,
Category Management

