

CALL FOR LISTING:
B2025-01 - Import Beer – March 2025

March 19, 2025

CATEGORY PERFORMANCE:

Import Beer represents an annual portfolio of \$18.6 million in the Manitoba market, delivering an increase over last year of +1.89% in net sales \$ and a (-1.69%) in net sales volume.

Public Channel delivered net \$ sales of \$10.4M representing a 56% share of import sales

Primary Category indicators:

- Lagers represents 62% of net \$ sales delivering a net \$ sales increase of +8.23%
- Stout while smaller with 8% of net \$ sales delivered a net \$ sales increase of +17.81%
- Format:
 - Single serve represents 76% of net sales, with a net \$ increase of +0.12%
 - Multipacks represents 16% of net sales, with a net \$ increase of +9.72%

Category Management is seeking product presentations that meet the following criteria:

- International brands produced outside of Canada, as well as international brands being produced in Canada
 - With proven sales success locally or in other markets
 - Single serve format preferred
 - Variety packs considered
 - Format extensions of current listings will not be considered at this time

Application Limit:

A **maximum** of 4 completed applications per Agent, and/or Supplier will be accepted for review.

Application Submissions to be completed via.

Smartsheet – Beer Application form

Application deadline: 11:59 pm CT, April 15, 2025

Applications received after the deadline may not be considered

Application Checklist:

Required:

- ✓ Product Presentation – Template provided
- ✓ Supplier Information Form (excel format only, no PDF)
- ✓ Product Application Form (found on MBLL partners website)
- ✓ Digital Color Image of the selling unit (either PDF OR JPEG format only).
 - *Image for the MBLL Website (Bottle/can – 3” wide at 300 dpi **or** case/package – 5” wide at 300 dpi)*
 - *Image of Back/Side label –clear enough to review all label details*
 - *Images must be against a white background only*
 - Please note: File share transfers (E.g., We transfers) will not be accepted

Additional requirements if applicable:

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

Listing Information:

- ✓ Review Social Responsibility Product Listing Guidelines prior to submission

Evaluation Criteria:

Evaluations will be conducted on the material provided, including, but not limited to the following.

- ✓ 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 May 30, 2025.

Thank you,
Category Management