

**Call for listing:**  
***B2025-03 - Craft Style Beer***

September 17, 2025

**Category Performance:**

Within Manitoba, Craft Style Beer net \$ sales R12 reached \$32.4M delivering a growth of +4.52% in net \$ sales, and +1.84% in litre sales. During the same period, the Liquor Mart channel delivered \$16.0M with a growth of +15.86% in net \$ sales and +15.60% in litre sales

Primary Segment indicators for total Manitoba were:

- Higher ABV >5.5% represented 39% of net sales
- Ales represented 33% of net sales
- Lagers represented 16% of net sales

Primary Format indicators for total Manitoba were:

- Single serve represented 61% of net sales
  - Of which, 473ml controlled 93% of net single serve sales
- 8 packs represented 17% of net sales
- 15 packs represented 9% of net sales
- All remaining pack sizes represent 13% of net sales

Category Management is seeking product presentations to enhance our current craft style assortment that meet the following criteria:

- Brands with proven sales success locally or within other markets
- Formats:
  - Single serve can 473ml (Preferred)
  - Variety/mixer packs from brands with proven sales success
  - Additional formats of currently listed core product will be considered if sales thresholds are met

**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, October 14, 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 November 28, 2025.*

Thank you,  
Category Management