

Call for Listing

B2025-04 - Domestic Beer

(Produced in Canada)

October 23, 2025

Category Performance:

Domestic Beer net \$ sales R12 reached \$240.7M with a slight increase of +0.23%, with a litre sales declined at (-4.14%).

Primary Segment indicators of net \$ sales for Manitoba were:

- Lagers delivered \$119M, representing 49% of overall net \$ sales
- Extra Light/Light delivered \$92M, representing 38% of overall net \$ sales
- Strong/Extra Strong delivered \$17M, representing 7% of overall net \$ sales

Primary Format indicators for Manitoba were:

- 15's represented the greatest share with 26% of overall net \$ sales
- 24's represented the next largest share with 24% of overall net \$ sales
- Of single serves, the 473ml delivered the greatest share with 6% of net \$ sales

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.

- Secondary formats of a currently listed liquid may be considered for those with annual **Public Sales** exceeding \$200,000
- A **maximum** of 4 completed applications per Agent, and/or Supplier will be accepted for review
 - Please note the following will not be considered.
 - Formats greater than 24
 - Seasonal items, Craft Style, Imports/International Brands (call specific)

New products may be released in Liquor Marts starting in February 2026, with an expected product arrival to our warehouse early February, if applicable.

Application Submissions to be completed via.

Smartsheet – Beer Application Form

Application deadline: 11:59 pm CT, November 18, 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 January 2, 2026.

Thank you,
Category Management