

Call for listing:

B2025-05 – Spring/Summer Seasonal Beer

November 19, 2025

Category Management is seeking product presentations for seasonally relevant Beer offerings for the Spring-Summer 2026 season.

Successful listings will be released to Liquor Marts starting April 2026 and be available through to August 2026.

Criteria:

- Craft Style: single serve can or bottle 473ml or 500ml
- 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 product will not be considered
- Core listings will not be considered

Application Limit

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

New products are scheduled to be released in Liquor Marts starting April 2026. Supporting this timeline, MBLL distributed products should be received in our DC by mid-March 2026, if applicable.

Application Submissions to be completed via.

Smartsheet – Beer Application form

Application deadline: 11:59 pm CT, December 16, 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 30, 2026.

Thank you,
Category Management