

Call for listing:
B2026-02 - Craft Style Beer

April 22, 2026

Category Performance:

Craft Style Beer delivers \$32.9M in Manitoba delivering a net \$ sales growth of +6.97%, and +5.62% in net litre sales. The Liquor Mart channel represents net \$ sales \$16.1M delivering a net \$ sales growth of +5.75%, representing approximately 49% of overall sales

Primary Segment indicators for total Manitoba were:

- Higher ABV >5.5% represents 39% of net sales, with net \$ sales growth of +5.82%
- Ale represents 31% of net sales, with net \$ sales growth of (-4.04%)
- Lager represents 18% of net sales, with net \$ sales growth of +34.12%

Primary Format indicators for total Manitoba were:

- Single serve represents 61% of net sales, with net \$ sales growth of +5.26%
 - Of which, 473ml controlled 93% of single serve sales
- 8 packs represent 17% of net sales, with net \$ sales growth of +7.79%
- 15 packs represent 10% of net sales, with net \$ sales growth of +11.11%
- All remaining pack sizes represent 12% 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 listed core craft products 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, May 19, 2026

Applications received after the deadline may not be considered

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 Application Form (Smartsheet) including the following attachments:
 - Product Presentation Template 2026
 - Supplier Information Form (excel format only, no PDF)
 - Letter of Authorization
 - Product Technical/Sell Sheet
 - 2 Digital Color Images (either PDF OR JPEG format only).
 - 1 image for MBLL 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

Required forms and templates are located at <https://www.mblpartners.ca/liquor-partners/liquor-agents-suppliers>

Additional information and requirements:

- ✓ Product must be Canadian Food Inspection Agency (CFIA) compliant
- ✓ Review of Social Responsibility Product Listing Guideline prior to submission
- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)
- ✓ Organic Certification if applicable

Evaluation Criteria:

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

- ✓ Compatibility of the product to meet MBLL strategic focus
- ✓ Quality and detail of the documentation submitted

Terms & Conditions:

- ✓ Any submissions accepted by MBLL shall not constitute a contract between the parties
- ✓ 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

Samples:

- ✓ Samples are not required at the time of submission and are upon request only
- ✓ All successful listings will require samples and will be requested at time of approval notice

We thank everyone for their applications; however, notifications will only be issued for successful listings which will be communicated by July 3, 2026.