

Call for listing: **Distinctions - Spirits**

Monday, February 9, 2026

Please note all applications and attachments are to be submitted through our online “Spirit Product Listing Application Form”, and all presentations are to follow the MBLL Distinctions Call for Listing 2026 Presentation Template.

OBJECTIVE:

MBLL looks to further grow our Distinctions category and are calling for Spirits to be featured in our November 2026 and March 2027 Distinction Releases.

CATEGORY SEGMENT PERFORMANCE (January 1, 2025 – December 31, 2025):

Distinction Spirit Sales represents a \$1.78 million annual portfolio, trending -3.07% in \$ sales and -17.95% in L sales. Excluding American Whiskey, overall Distinction Spirit Sales represents a \$1.48 million annual portfolio trending +27.8% in \$ sales and +19.07% in L sales.

Primary category indicators are as noted below.

- The largest Distinction category segment is Scotch Whisky, representing 50.4% of \$ sales, and is growing +29% in \$ sales.
- Canadian Whisky is the second largest Distinctions category segment, representing 22.3% of \$ sales, and is growing +96% in \$ sales.
- Mezcal/Tequila/Raicilla represents 9.2% of the Distinction category segment, -8.4% in \$ sales.
- Irish Whiskey represents 7.7% of the Distinction category segment, -6% in \$ sales.
- Rum represents 6.3% of the Distinction category segment, growing at 44% in \$ sales.

**Excluding American Whiskey

Considerations for this call will be focused on the following:

- ✓ **Primary Focus:**
 - Price Range \$90 and up (based on a 750ml size format)
 - Highly Regarded or Awarded Items (with recent accolades noted)
 - In general, looking for unique items, allocations (open to any quantity small or large), single barrels, and superior liquid
 - Products historically unavailable in Manitoba
 - Canadian Whisky

**Please note, we are open to submissions that fall into any category segment within spirits. However, at this time, we will not be accepting product submissions with a Country of Origin USA.

Applications to be submitted via online application form (link found in body of email)

Application deadline: 11:59 pm CT, March 22, 2026

Applications received after the deadline will not be accepted

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:
 - 2026 Distinctions Presentation Template
 - 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 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

Samples:

- ✓ 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, 2026.

Thank you, Category Management