

**Call for listing:**  
*B2025-02 - Fall-Winter Seasonal Beer*

May 7, 2025

Category Management is seeking product presentations for seasonally relevant Fall-Winter Beer offerings for our upcoming Fall-Winter 2025-26 season.

Successful listings are intended to be available for purchase in Liquor Mart retail locations starting September 2025 through to March 2026.

**Criteria:**

- Craft Style: Single Serve Can
- Domestic and Import: Single Serve Can or Bottle
- Small-Medium seasonal multipacks may be considered
- Proven Brand sales locally, or in other markets
- Core listings will not be considered at this time

**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, June 3, 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 July 15, 2025.*

Thank you,  
Category Management