



Call for Listing

S2026-03 - Gin

July 20, 2026

Please note that all applications and attachments are to be submitted through Smartsheet, and all presentations are to follow the updated 2026 Product Presentation Template format.

CATEGORY PERFORMANCE: (July 2025 – June 2026)

GIN

In Manitoba, this category represents \$10.6 million in net sales \$ in decline -3% net \$ sales and -4% in net litre sales.

- Segments:
 - Dry Gin represents a 90% share; with a decline of -2% net \$ sales
 - Flavoured Gin represents a 10% share; with a decline of -9% net \$ sales
- Format share:
 - 750ml account for 52% share, followed by 1,140ml with 29% share, then 1750ml with a 15% share
- Net sales \$ share by Price Band (750ml format)
 - \$30-\$39.99, 39%
 - \$25-\$29.99, 27%
 - \$50-\$59.99, 23%
 - \$40-\$49.99, 11%
 - \$60+, less than .5%

Call for listing parameters:

Category Management is seeking product presentations that will enhance our current assortment.

- Innovative packaging and/or Flavours
- \$24.99-\$59.99
- Format: 700ml, 750ml

Application Limit: A **maximum** of 4 completed applications will be accepted per Agent.

- Please note: applications **not** considered for this call:
 - Small format
 - Format extensions on existing listings

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- *Please submit applications via the applicable Smartsheet form*
 - ***Application deadline: 11:59 pm CT, August 16, 2026***
 - *Applications received after the deadline will not be accepted*
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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 1-2 samples and will be requested at time of approval notice.

Potential listings are encouraged to support MBLL’s Net Zero Emissions by 2050 goal by reducing supply chain emissions, such as using lightweight packaging, lowering GHG emissions, supporting biodiversity, and certified organic production practices.

*We thank everyone for their applications; however, notifications will only be issued for successful listings which will be communicated by **September 30, 2026**.*