

Call for listing:
Wine & Spirit Impulse

Monday, January 24th, 2022

CATEGORY PERFORMANCE:

Spirit Impulse at Liquor Marts represents a \$19.6 million annual portfolio trending at +1.1% in \$ sales and -0.4% in L sales. Primary category indicators are as noted below.

Share by segment:

Segment	% share of \$ sales	Growth trend in \$ sales
Vodka	36%	+2.8%
Canadian Whisky	20%	-1.5%
Rum	16%	-6%
Liqueur	12% (of which 68% is miscellaneous, & 19% Cream)	-1% (+3%, -4%)

- ✓ Within Spirit Impulse share of sales by format size is as follows:
- 375ml, 76% \$ share
 - 200ml, 12% \$ share
 - 50ml, 7% \$ share
 - 120ml, 4% \$ share

Share by classification:

Classification	% share of \$ sales	Growth trend in \$ sales
PREMIUM-SPIRIT	49.2%	-1.5%
DELUXE-SPIRIT	31.9%	+6.0%
ECONOMY-SPIRIT	18.8%	+0.1%
Grand Total	100.0%	+1.1%

Category Management is seeking product presentations for the following Spirit Impulse:

- Format size 375ml or smaller for all spirit segments, except for Liqueurs.
- Format size of 200ml or smaller for Liqueurs.
- Large volume, strong trending brands, small format line extensions
- Innovative or Unique offerings and packaging
- **Premium and Deluxe price points only**, we are not interested in economy offerings

Wine:

Wine Impulse at Liquor Marts represents nearly a \$1.8 million annual portfolio trending at +12.6% in \$ sales and +6.7% in L sales. Primary category indicators are as noted below.

Share by segment:

Segment	% share of \$ Sales	Growth trend in \$ sales
Sparkling Wine	37.6%	+25.3%
Table Wine- Red	25.3%	-3.2%
Table Wine- White	23.5%	-0.2%
Table Wine- Rose/Blush	10.4%	+41.1%
Flavored Wines	2.8%	+61.3%

- ✓ Within Wine Impulse share of sales by format size is as follows:
- 200ml, 37% \$ share
 - 375ml, 30% \$ share
 - 250ml, 27% \$ share
 - 500ml, 5% \$ share

Category Management is seeking product presentations for the following Wine Impulse:

- Large volume, strong trending brands, small format line extensions
- Innovative or Unique offerings and packaging
- Following format and respective retail minimums:

Format Size	Retail minimum
200ml	\$4.99+
250ml	\$5.99+
375ml	\$8.99+
500ml	\$9.99+

**** Application Limit:**

- **Spirits:** A **maximum of 4** completed applications will be accepted per Agent.
- **Wine:** A **maximum of 2** completed applications will be accepted per Agent.

Email Application to: categorymanagement@mbll.ca

Subject line: Wine & Spirit Impulse

Application deadline: 11:59 pm CT, Sunday February 20th 2022

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 Presentation (Template format to be followed)
 - ✓ Supplier Information Form (excel format only, no PDF)
 - With letter of authorization if required
 - ✓ Product Application Form (Most recent version only, see attached)
 - Completed forms must be submitted in excel format only
 - ✓ 2 Digital Color Images of the selling unit (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
- Please note** file share transfers (E.g. We transfers) will not be accepted
- ✓ Review of Social Responsibility Product Listing Guideline prior to submissions

Additional requirements if applicable:

- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)
- ✓ Product Sell sheet (Optional)

Evaluation Criteria:

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

- ✓ 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 March 21, 2022.

Thank you,
Category Management