

Call for listing: Impulse

Monday, July 24th, 2023

CATEGORY PERFORMANCE: July 2022 – June 2023, Public net sales

Impulse at Liquor Marts represents a \$23.8 million annual portfolio trending at +5.8% in \$ sales and -1.4% in Litre sales.

Category	Net Sales \$ Contrib %	YOY Net Sales \$ Growth %	YOY Net Sales (Vol Ltr) Growth%
SPIRITS IMPULSE	91.00%	7.42%	2.15%
WINE IMPULSE	7.49%	-11.06%	-17.36%
RTD IMPULSE (wine-based spritz)	1.51%	11.64%	-6.53%

Spirits:

Primary category indicators are as noted below:

- Vodka: 37% \$ share, +10% growth
- Whiskey/Whisky: 26% \$ share, +2% growth
- Rum: 16% \$ share, +3% growth
- Liqueur: 13% \$ share, +25% growth
- Tequila: 3% \$ share, -8% growth
- Gin: 3% \$ share, +9% growth

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

- Open to currently listed brands with; large volume sales, strong trending brands
- Format size 375ml or smaller for all spirit segments, excluding Liqueurs
- Format size of 200ml or smaller for Liqueurs
- Innovative or Unique offerings and packaging
- **Primary focus on:**
 - Flavoured Vodka, Flavoured Whiskey
 - 50ml formats various spirits
 - Innovative or Unique offerings and packaging

Wine:

Primary category indicators are as noted below.

- Sparkling Wine: 53% \$ share, 0% growth
- Table Wine - Red: 18% \$ share, -30% growth
- Table Wine - White: 16% \$ share, -22% growth
- Table Wine - Rose/Blush: 11% \$ share, -5% growth
- Flavored Wines: 2% \$ share, +25% growth

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
- Primary focus:
 - Varietals: Sauvignon Blanc, Cabernet Sauvignon, Red blends
 - Format: 200ml and innovative

Ready to Drink:

- Mostly Wine based spritzers in small format
- New to impulse, this category contributed to 1.5% of total net sales

While not a focus, Category Management would consider Innovative/Unique packaging offerings. Please refer to the RTD call letter issued July 12,2023 for all other RTD product requests.

Application Limit:

- **Spirits:** A **maximum of 4** completed applications will be accepted per Agent.
- **Wine:** A **maximum of 3** completed applications will be accepted per Agent.
- **RTD:** A **maximum of 1** 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 August 20th, 2023

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 September 29th, 2023.

Thank you,
Category Management