

Call for listing:
I2025-01 - Impulse, small format

Monday, March 17th, 2025

CATEGORY PERFORMANCE: March 2024 – February 2025

Impulse products in the province of Manitoba represent a \$30+ million annual portfolio:

Category	Net Sales \$	Net Sales \$ Contrib %	YOY Net Sales \$ Growth %	YOY Net Sales (Vol Ltr) Growth %
Total	\$ 30,497,419	100.0%	8.7%	3.7%
Spirits	\$ 28,293,263	92.8%	10.0%	6.9%
Wine	\$ 2,089,354	6.9%	4.8%	1.2%
Ready to Drink	\$ 114,802	0.4%	-66.6%	-67.3%

Impulse at Liquor Marts represents a \$26.1 million annual portfolio trending at +7.2% in \$ sales and +1.6% in Litre sales.

Spirits: represents 93% share in Impulse at Liquor Marts, +8.5% growth; within this segment at Liquor Marts:

- Vodka: 35.5% \$ share, +8.2% \$ growth
- Liqueur: 18.6% \$ share, +21% \$ growth
- Canadian Whisky: 18.3% \$ share, +2.8% \$ growth
- Rum: 14.3% share, +3.7% \$ growth
- Tequila/Mezcal/Raicilla: 3.6% share, +16.5% \$ growth
- American Whiskey: 3% share, +4.4% \$ growth
- Gin: 2% share, -2.7% \$ decline
- Brandy: 1.6% share, -3% \$ decline

Category Management is seeking product presentations for Spirit Impulse as follows:

- 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
- 50ml format
- Innovative or unique offerings and packaging

Wine: represents 6.7% share of net sales at Liquor Marts, +3.3% growth; within this segment at Liquor Marts:

- Sparkling Wine: 49% \$ share, -1.2% \$ decline
- Table Wine - Red: 24% \$ share, +15% \$ growth
- Table Wine - White: 17% \$ share, +16% \$ growth
- Table Wine - Rose/Blush: 6% \$ share, -21% \$ decline
- Flavored Wines: 2% \$ share, -2% \$ decline

Category Management is seeking product presentations for Wine Impulse as follows:

- Large volume, strong trending brands, small format line extensions
- Innovative or unique offerings and packaging

Ready to Drink:

- This segment contributed 0.4% to the Impulse net sales at Liquor Marts.

While not a focus, Category Management would consider Innovative or unique packaging offerings. Please refer to the RTD call for listing schedule for all other RTD product requests.

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.
- **RTD:** A **maximum of 2** completed applications will be accepted per Agent.

Email Spirit applications to: categorymanagement@mbll.ca

Subject line: Wine & Spirit Impulse

Submit Wine applications via Smartsheet

Application deadline: 11:59 pm CT, Sunday April 13, 2025

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 for Spirits, see attached)
 - Completed Spirit forms must be submitted in excel format only
 - For Wine & RTD, only Smartsheet applications will be accepted, no excel
 - ✓ 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, on a white background)
 - 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
 - ✓ Product must be Canadian Food Inspection Agency (CFIA) compliant

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 May 30th, 2025.

Products listed from this call are expected to launch in the Fall of 2025 and in the Spring of 2026.

Thank you,
Category Management