



Call for listing **I2026-01 - Impulse**

March 2, 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: (January 2025 – December 2025)

Impulse

In Manitoba, this category represents \$30.5 million in net sales \$; with positive net sales \$ growth +1.8% and +2.4% in net sales litres.

- Segments:
 - Spirits represent a 91% share; with a growth of +0.2% net \$ sales
 - Wine represents a 7% share; with a growth of +8% net \$ sales
 - RTD represents a 1.5% share; with significant growth on a smaller sales \$ total
- Spirits Format share: 375ml account for 73% share, followed by 50ml with 11% share, then 200ml with a 8% share

Call for listing parameters:

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

- 250ml and smaller focus (spirits)
- Innovative packaging
- Innovative flavours

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

- Please note: applications **not** considered for this call:
 - Liqueurs 375ml
 - Vodka 375ml

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- *Please submit applications via the applicable Smartsheet form*
 - ***Application deadline: 11:59 pm CT, March 29, 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.

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