

Call for listing:

B2026-01 - Import / International Beer 2026

March 18, 2026

CATEGORY PERFORMANCE:

Import / International Beer delivers \$37.3 million in the Manitoba market, trending at (-1.19%) in net \$ sales, and (-4.41%) in net litre sales volume.

Public Channel delivered net \$ sales of \$18.7M representing approximately 50% of overall sales

Primary Category indicators:

- Segment:
 - Lagers 4.1% - 5.5% ABV represents 77% of net \$ sales trending at (-3.54%) in net \$ sales
 - Stout while smaller with 4% of net \$ sales delivered a net \$ sales increase of +6.38%
 - Ale 4.1% - 5.5% ABV also with 4% of net \$ sales delivered a net \$ sales increase of +7.57%
- Format:
 - Single serve represents 56% of net sales, delivering a net \$ increase of +1.37%
 - Multipacks of 12 or greater represent 41% of net sales, trending at (-4.97%) in net \$ sales

Category Management is seeking product presentations that meet the following criteria:

- International brands produced outside of Canada, as well as internationally recognized brands being produced in Canada
 - With proven sales success locally or in other markets
 - Single serve format preferred (Bottle or Can)
 - Variety packs may be considered
 - Format extensions of current listings will not be considered at this time

Application Limit:

A **maximum** of 4 completed applications per Agent, and/or Supplier will be accepted for review.

Application Submissions to be completed via.

Smartsheet – Beer Application form

Application deadline: 11:59 pm CT, April 21, 2026 (Extended)

Applications received after the deadline may not be considered

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 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 May 29, 2026.