



Call for listing: L2025-01 - Liqueurs

January 28, 2025

Please note that all applications and attachments are to be submitted through [????](#), and all presentations are to follow the updated 2025 Product Presentation Template format.

CATEGORY PERFORMANCE: (January 2024 – December 2024)

Within MBLL Liqueurs represent a \$31.7 million annual portfolio, with a net sales \$ decline of -0.3%, and a net sales litre decline of -4.0%.

- Segment trends:
 - Creams represent a 29% share; net \$ sales decline of -9.4%
 - Misc flavours represents an 18% share; net sales \$ growth of +5.5%
 - Herbal represents an 11 % share; net sales \$ growth of +7.8%
 - Coffee represents a 10% share; net sales growth +3.2%

- Format share:
 - 750ml account for a 61% share
 - 1,1140ml account for a 21% share
 - 375ml account for a 12.5% share

Call for listing parameters:

Category Management is seeking product presentations that will offer new flavours to our current assortment.

- 750ml focus

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

- Please note: applications **not** considered for this call:
 - additional formats of existing product
 - under 375ml; (to be directed to the Impulse call)

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- *Please submit applications via the Wine Smartsheet Application form (link found in body of email)*
 - ***Application deadline: 11:59 pm CT, February 25, 2025***
 - *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 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; *****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 only necessary upon request

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by **March 31, 2025**.

Thank you,
Category Management