

CALL FOR LISTING:
Non-Alcohol

April 23, 2025

As the Non-Alcohol category continues to develop & evolve, MBLL will continue with our strategic positioning as set forth in 2024. This strategy has proved to effectively position MBLL with a Best-in-Class Non-Alcohol shopping experience. As a reminder to our partners of our Non-Alcohol strategic positioning, inset below is a top level look at how the category & segments are structured:

- Brands with a strong Alcohol brand following already in MBLL is important
- Brands whose primary focus is to strategically align themselves for sale only within licensed retail locations will be of greater importance
- Assortment must be De-Alcoholized, or Alcohol Removed
 - Exception – ‘Spirit Based’ Ready to Drink
- Total listing base not to exceed 40 SKU’s
 - Beer will control many of the listings followed by Wine then Ready to Drink & Spirits
- Retail price points will be strategically determined based on the segment and current market pricing
- Minimum retail gross profit % expectancies by segment are
 - Beer 25% / Ready to Drink 40% / Wine 40% / Spirits 60%
 - Formula for calculating retail gross profit %: $(\text{Retail} - \text{DPLC}) / \text{Retail} = \text{GP}\%$
 - Please reach out to our PMC team if you require assistance with the DPLC

CATEGORY PERFORMANCE:

Non-Alcohol represents an annual portfolio of \$1.95 million. The past 12 months experienced a \$ sales increase of +36%, with a litre increase of +29%. Public channel delivered \$1.0M, representing 54% of overall \$ sales.

Primary Category indicators:

- Beer: \$1.5M, +37%, representing 79% of overall \$ sales
- Wine: \$334K, +22%, representing 17% of overall \$ sales
- Ready to Drink: \$79K, +75%, representing 4% of overall \$ sales
- Spirits: Currently N/A
- Single Format: \$1.0M, +29%, representing 53% of overall \$ sales

Call for Listing Criteria:

- Non-Alcohol brands with an already established Alcohol brand following within Manitoba will be the only ones considered for this call
 - **MBLL has an increased focus to introduce Non-Alcohol ‘Spirits’ that meet our strategic positioning**
- Products need to be sourced domestically, or shipped directly to the MBLL DC to be considered
- Retail selling unit must be CFIA compliant
- Submissions that do not have an Alcohol brand following will not be considered On the application form with **Pricing Details**, please submit as **Firm Case Cost**

Application Limit:

A **maximum** of 2 completed applications per Agent and/or supplier per category.

Application Submissions to be completed via:

Smartsheet for: Beer, Ready to Drink & Wine

categorymanagement@mbll.ca for: Spirits – Subject Line Non-Alcohol

Application deadline: 11:59 pm CT, May 25, 2025

Applications received after the deadline may not be considered

Application Checklist:

Required:

- ✓ Product Presentation – Template provided
- ✓ Supplier Information Form (excel format only, no PDF)
- ✓ Product Application Form (found on MBLL partners website)
- ✓ Digital Color Image of the selling unit (either PDF OR JPEG format only).
 - Image for the MBLL Website (Bottle/can – 3” wide at 300 dpi **or** case/package – 5” wide at 300 dpi)
 - Image of Back/Side label –clear enough to review all label details
 - Images must be against a white background only
 - Please note: File share transfers (E.g., We transfers) will not be accepted

Additional requirements if applicable:

- ✓ Letter of Authorization
- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)

Listing Information:

- ✓ Review Social Responsibility Product Listing Guidelines prior to submission

Evaluation Criteria:

Evaluations will be conducted on the material provided, including, but not limited to the following.

- ✓ 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 July 4, 2025.

Thank you,
Category Management