

## **Call for listing**

### ***Refreshment Beverages***

August 10, 2022

Category Management is seeking product presentations for new and innovative Refreshment Beverages for year-round listings to enhance our assortment.

New products if available, can be released in Manitoba starting February 14<sup>th</sup>, 2023, with the full assortment implemented by April 1<sup>st</sup>, 2023. This requires product arrival to our warehouse (or private distribution) no later than Friday March 24<sup>th</sup>, 2023 supporting the March 28<sup>th</sup>, 2023 PIB date. It is important to note that if you are unable to meet this timeline, it may affect your successful listing with Liquor Marts.

#### ***CATEGORY PERFORMANCE July 2021 – June 2022:***

Overall, on a R12 timeframe, the Refreshment Beverage category represents a \$110 million annual portfolio with a \$ growth of +4%, and a litre growth of +4%.

As of June 2022 (R12):

Key Segment	YoY Net \$ Sales % Growth	Net Sales % Share
COOLERS	-2%	31%
TEAS	12%	27%
HARD SELTZERS	19%	25%
COCKTAILS	-13%	10%
CIDER	-4%	8%
HARD SODAS	-10%	1%
Total	4%	100%

#### **Format:**

- Multi-packs, primarily 12s and 6s, continue to be the largest format representing 55% of net sales with a \$ growth of 7%
- Single Serve represents 29% of net sales with a \$ growth of (-6%)
- 1 & 2 litre represent 9% of net sales with a \$ growth of 10%

#### **Criteria:**

Non-alcoholic products will not be accepted at this time

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*Email Application to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)*  
*Subject line: Refreshment Beverages 2022-2023*  
*Application deadline: 11:59 pm CT, September 6, 2022*  
*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)
  - Completed forms must be submitted in excel format only
- ✓ 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
    - Please note: File share transfers (E.g. We transfers) will not be accepted
- ✓ Review CSR Product Listing Guidelines prior to submission (**NEW**)

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
- ✓ **\*\*\*\*Successful listing will be held to the firm retail stated on the submitted application until the July 1, 2023 price change\*\*\*\***
- ✓ First price change requests may be submitted for the July 1 price change and any scheduled price change thereafter

### **Reminder:**

- ✓ Samples are not required at the time of submission and are required upon request only

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by November 11, 2022.

Thank you,  
Category Management