

# Call for listing Ready to Drink

July 12, 2023

Category Management is accepting product presentations for year-round Ready to Drink offerings.

**Criteria:**

- New & innovative product submissions well suited for a year-round listing
  - There will be an enhanced focus on One Pour Cocktails >7% ABV - <=14.5% ABV in the 750ml and greater size format
    - Examples: Cosmopolitan, Daiquiri, Mai Tai, Manhattan, Margarita, Mimosa, Mojito, Old Fashioned, Pina Colada, Singapore Sling
- Alcohol Free, Non-alcoholic, or Dealcoholized products will not be accepted for this call
- Please detail all known 2023 - 2024 brand rationalization expectancies at time of submission

New products if available, can be released in Manitoba starting February 13<sup>th</sup>, 2024, with the full assortment implemented by April 1<sup>st</sup>, 2024. This requires product arrival to our warehouse or available stock for private distribution no later than Friday March 22<sup>nd</sup>, 2024, supporting the March 26<sup>th</sup>, 2024, PIB date. It is important to note that if these dates are not achievable, it may affect a successful listing within Liquor Marts.

**Category Performance (R12) July 2022 – June 2023:**

The Ready to Drink category is a \$119.6 million annual portfolio generating a \$ growth of +8.19%, and a litre growth of +3.63%.

Key Segment	YoY Net \$ Sales % Growth	YoY Ltr Volume % Growth	Net \$ Sales % Share
COOLERS	9.31%	7.26%	29%
TEAS	11.24%	4.41%	27%
SELTZERS	-0.26%	-2.76%	20%
COCKTAILS	21.06%	12.84%	12%
CIDER	5.81%	-2.10%	8%
SODAS	-4.70%	-2.31%	4%
<b>Grand Total</b>	<b>8.19%</b>	<b>3.63%</b>	<b>100%</b>

**Key Deliverables of regularly listed SKU's:**

- Twelve packs (Primarily Mixer-Packs) and Six packs continue to be the largest formats being 51% of overall category sales delivering a generous \$ growth of +30.81%
- 473ml is 17% of net sales with a \$ growth of +3.45%
- 2L PET bottles is 8% of net sales with a strong \$ growth of +36.99%
- Innovation is 7% of net sales, controlling 42% of the overall \$ growth

---

Please submit your applications by using our new online form:  
<https://app.smartsheet.com/b/form/fa1c38eef0fb43c69b28295e2c5b1991>  
Application deadline: 11:59 pm CT, August 8, 2023,  
Applications received after the deadline may not be accepted

---

### **Application checklist:**

Only applications having **ALL** components of this check list will be considered. Applications missing information will be considered incomplete and may not be considered for listing.

Required:

- ✓ Product Presentation (***Template format to be followed***)
- ✓ Supplier Information Form (excel format only, no PDF)
  - With letter of authorization if needed
- ✓ Product Application Form (Most recent version only)
  - Completed forms must be given in excel format
- ✓ 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 SR Product Listing Guidelines prior to submission

Added 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 PIB’d firm retail commencing February 13, 2024, until the July 1, 2024, price change**
  - First price change requests may be given for the July 1, 2024, price change and any scheduled price change thereafter

### **Reminder:**

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

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by November 10, 2023.

Thank you,  
Category Management