

Call for Listing **R2025-01 - Ready to Drink**

July 9, 2025

Category Management is accepting product presentations for year-round Ready to Drink 2026 offerings.


Criteria:

- New & innovative product submissions well suited for a year-round listing
 - Please detail your brands 2025-2026 rationalization expectancies within your presentation
- Alcohol Free, Non-alcoholic, or Dealcoholized products will not be accepted for this call
- Ready to Serve (One Pour Cocktail) >7% ABV <=14.5% ABV will not be accepted for this call
 - A separate call letter has already, or will be released for these 2 segments

New products if available, can be released in Manitoba starting February 17th, 2026, with the full assortment implemented by April 1st, 2026. This requires product arrival to our warehouse or stock availability for private distribution no later than Friday March 27th, 2026, supporting the March 31, 2026, 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 2024 – June 2025:

The Ready to Drink category delivered a \$128.4 million annual portfolio generating a \$ sales growth of +6.09%, with a litre growth of +1.44%. Inset below is a breakdown of the individual key segment performance.

Key Segment 	\$ Sales Growth %	Vol Ltr Growth %	% Of Net Sales
TEAS	0.99%	-5.08%	29%
COOLERS	8.34%	6.13%	29%
SELTZERS	3.52%	0.08%	18%
COCKTAILS	14.63%	13.90%	13%
CIDER	-4.62%	-9.55%	6%
SODAS	9.79%	6.58%	3%
ONE POUR COCKTAIL	133.51%	140.70%	2%
NON-ALCOHOL	100.84%	74.89%	0.1%

Key Deliverables of regularly listed SKU's:

- 12pks represent 40.90% of overall category sales, while experiencing greater than average \$ sales growth of +16.36% and generating an average \$ sales per SKU performance >\$500K
- 473ml delivered 16.7% of net sales with a \$ growth of +38.36%
- 2L PET bottles generated 9.5% of net sales with a \$ growth of +3.42%
- Innovation overall within MB represented 8.72% of net sales

Application Limit:

A maximum of 12 completed applications per Agent, and/or Supplier will be accepted for review.

Application Submissions to be completed via.

Smartsheet – Ready to Drink Application form

Application deadline: 11:59 pm CT, August 5, 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 October 31, 2025.

Thank you,
Category Management