

Call for listing:

R2025-02 - Ready to Serve

October 15, 2025

Category Performance:

Within Manitoba, the newly defined Ready to Serve category delivered R12 net \$ sales of \$3.2M securing a net \$ growth of +42.3% in net \$ sales, and +75.66% in litre sales.

Primary Segment indicators for Manitoba are:

- Ready to Drink >7% ABV represented 60.5% of net sales
 - 4x355C represented the greatest share with 48% of net \$ sales
 - Margarita / Tequila spirit base dominated the RTD assortment with 60% of net \$ sales
- Spirits represented 39.5% of net sales
 - 750ml represented the greatest share with 67% of net \$ sales
 - Whiskey & Vodka controlled the greatest share with 37% & 34% respectively of net \$ sales

Category Management is seeking product presentations to enhance our Ready to Serve assortment that meet the following criteria:

- Trending Spirit Based 'Mixologist Inspired' Cocktails
 - Traditional or Complex
 - Recognized RTD/RTS & Spirit brands delivering strong sales success in MB or other major markets
 - Package Formats
 - Single Serve (Can) 355ml or greater / Resealable (Bottle) 375ml or greater
 - Size formats less than noted above will only be considered if they are sold in a multi-pack format
 - If not in a multi-pack, size formats less than noted above are recognized as 'Impulse' and will not be considered for this call

Important Notes:

- To fall within the RTD mark-up structure, the ABV level **cannot** exceed 14.5%
 - Everything exceeding 14.5% will be marked up as a Spirit
- RTS will align with our RTD strategic assortment structure
 - Focus will be directed to Brand Depth versus Brand Width
- The individual sealed format cannot exceed 3 standard drinks
 - For assistance with this calculation, copy & paste the link inset below into google
 - [Standard Drink Calculator](#)
 - Resealable formats default to 1 standard drink

Application Limit:

A **maximum** of 4 completed applications per Agent, and/or Supplier will be accepted for review.

Application Submissions to be completed via.

Smartsheet – RTD Application form

Application deadline: 11:59 pm CT, November 11, 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 December 31, 2025.

Thank you,
Category Management