

Call for listing:
S2021-01 - Distinctions - Spirits

January 25th, 2021

OBJECTIVE:

We are looking for items to be featured in our November 2021 Distinctions Release.

CATEGORY SEGMENT PERFORMANCE:

Distinction Spirit Sales represents a \$1,120,000 portfolio, which is trending at 18% in \$ sales. Primary category developments of active assortment are as noted below.

- The largest Distinction category segment is Single Malt Scotch, representing 31% of the total segment.
- In general, Whisky is a key focus for Distinction items, with American Whiskey and Canadian Whisky being the second and third largest segments of Distinctions, representing 24% share and 18% share respectively.
- Although smaller in scale, other interesting areas of growth are Irish Whiskeys, Mezcal/Tequila/Raicilla, Aged Rums and Gin.
- Specifically, Mezcal/Tequila/Raicilla is an area of interest as it is a focus category for MBLL for 2021 and 2022.

For this Call for Listing, Category Management is seeking product submissions to further enhance the following opportunities. Successful listings are expected to arrive into Manitoba by October 15, 2021. Considerations for this call will be focused on the following:

✓ **Primary Focus:**

- Price Range \$80 and up (based on a 750ml size format)
- Highly Regarded Items
- Highly Awarded Items (current accolades)
- In general, looking for unique items, allocations (open to any quantity small or large), single barrel offers, and superior liquid

Email Application to: categorymanagement@mbll.ca

Subject line: S2021-01 - Distinctions - Spirits

Application deadline: 11:59 pm CT, Friday, April 30, 2021

***Important Note ** Applications will be reviewed when received. Earlier submissions are preferred.*

Requirements for all submissions

2 page document/presentation (maximum) outlining the following:

- The offer (please explain awards, product details in terms of the uniqueness of the product, and what it offers the Manitoba customer)
- Case Pack Size
- Cases Available
- Units Available
- Firm Unit Retail
- If available in other Canadian Markets, please include retail price in other markets as well, and if it is taxes in or out
- Maximum of 4 submissions per agent. If no agent, maximum 2 submissions per supplier.

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:

- ✓ 2 page document/presentation (described above)
- ✓ Supplier Information Form (excel format only, no PDF)
 - With letter of authorization if required
- ✓ Product Application Form (Most recent version only, see attached)
 - Completed forms must be submitted in excel format only
- ✓ 2 Digital Color Images of the selling unit (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

Additional requirements if applicable:

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

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

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 June 30th, 2021.

Thank you, Category Management