

Call for listing:
S2021- 03 - American Whiskey

Monday, March 22nd, 2021

CATEGORY PERFORMANCE:

Overall American Whiskey represents \$7.64 million annual portfolio trending at +22.9% in \$ sales and +21.0% in L sales.

Primary category indicators are as noted below.

- ✓ Within American Whiskey the following sizes have significant share of segment. (750ml – 76% \$ share, 1750ml – 17% \$ share 1750ml – 6% \$ share).
 - In terms of dollar growth, the 750ml size has contributed the most, gaining an additional \$1.13 million in sales this past year.
 - In terms of trend growth, the 1750ml size has the best trend +56.9% in \$ sales.
- ✓ Bourbon has the largest share of the overall American Whiskey category segment at 59%.
- ✓ In terms of fast trending areas of American Whiskey, Bourbon is +29.8% in \$ sales and +28.6% in L sales and Flavoured American Whiskey is +81% in \$ sales and +70% in L sales.
- ✓ In terms of classifications, Deluxe American Whiskey (over \$33.99 for a standard 750ml format) had the largest overall \$ sales gain at (\$1.23 million) and the highest trend, +24.56% in \$ sales and +22.2% in litre sales.

Category Management is seeking product presentations for the following;

- Bourbon or flavoured American Whiskey
 - 750ml format or greater
 - Price Point \$35.25 - \$79.99 (based on a standard 750ml size)

****Application Limit:** A **maximum of 4** completed applications will be accepted per Agent.

Email Application to: categorymanagement@mbll.ca
Subject line: S2021-03 - American Whiskey
Application deadline: 11:59 pm CT, Sunday April 18th, 2021
Applications received after the deadline will not be accepted

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 (See attached template)
 - ✓ 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 15th, 2021.

Thank you,
Category Management