

Call for listing:
S2021-06 Gin

Monday, July 26th, 2021

CATEGORY PERFORMANCE:

Gin represents a \$11.21 million annual portfolio trending at 8.47% in \$ sales and 4.68% in L sales. Primary category indicators are as noted below.

- ✓ Premium Gin (Gin between \$25.99 and \$32.98 for a standard 750ml format) represents the largest segment of the category at 67% of the category \$ Sales and is trending at 2.96% in \$ sales and 2.21% in L sales.
- ✓ Deluxe Gin (Gin priced at \$32.99 or above for a standard 750ml format) represents the fastest area of growth, trending at 44.7% in \$ sales and 42.34% in L sales.
- ✓ Within Gin the following sizes have significant share of segment. (750ml - 58% share, 1140ml - 26% share, and 1750ml – 16% share).
 - In terms of dollar growth, the 750ml size has contributed the most, gaining over \$839,000 in sales, and trending +14.91% in \$ sales over the last 12 months.
- ✓ Flavoured Gin represents \$848,000 and is trending at 82.4% in \$ sales and 59% in L sales, gaining an additional \$383,000 in \$ sales over the last 12 months.

Category Management is seeking product presentations for the following only;

- Gin
 - 750ml size format or greater
 - \$27.99 - \$79.99 (based on a 750ml size offering)
 - Open to unique flavoured offerings
 - ** Sizes 375ml or smaller will not be considered

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

Email Application to: categorymanagement@mbll.ca

Subject line: S2021-06 Gin

Application deadline: 11:59 pm CT, Sunday August 22nd, 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 October 15th, 2021.

Thank you,
Category Management