

Call for listing:

S2021-07 Regular Vodka and Flavoured Vodka

Monday, August 30th, 2021

CATEGORY PERFORMANCE:

Overall Vodka

Overall Vodka represents \$63.6 million annual portfolio trending at -1.19% in \$ sales and -1.1% in L sales. Primary category indicators are as noted below.

Regular Vodka

- ✓ Regular Vodka represents \$54.5 million annual portfolio trending at +0.56% in \$ sales and -0.2% in L sales.
- ✓ Premium Regular Vodka (between \$22.99 and \$28.98 for a standard 750ml format) represents the largest classification at 73%.
- ✓ Deluxe Regular Vodka (\$28.99 for a standard 750ml format or higher) represents the largest overall dollar growth segment, gaining an additional \$400,000 in sales this past year. The segment is trending at +9.31% in \$ sales and +8.8% in L sales.
- ✓ Within Regular Vodka the following sizes have significant share of segment. (750ml - 41% \$ share, 1140ml - 30% \$ share, and 1750ml – 29% \$ share).
 - In terms of dollar growth, the 1750ml size has contributed the most, gaining over \$1.48 million in \$ sales, and trending +10% in \$ sales over the last 12 months. The majority of this gain \$1.3 million is coming from the premium segment (between \$47.49 and \$59.98 for a standard 1750ml format)

Flavoured Vodka

- ✓ Flavoured Vodka represents \$9.1 million annual portfolio trending at -4.48% in \$ sales and -7.1% in L sales.
 - Premium Flavoured Vodka (between \$23.49 and \$29.98 for a standard 750ml format) represents the largest classification at 74% share in \$ sales.
- ✓ Deluxe Flavoured Vodka (\$29.99 for a standard 750ml format or higher) represents the largest overall dollar growth segment, gaining an additional \$500,000 in sales this past year. The segment is trending at +27.3% in \$ sales and +31% in L sales.
 - Within Flavoured vodka the only size currently in market is the 750ml capturing 100% of \$ sales.

Category Management is seeking product presentations for the following only;

- Regular Vodka
 - 750ml size format or greater
 - \$25.49 - \$69.99 (based on a 750ml size offering)
- Flavoured Vodka
 - 750ml size format or greater
 - \$25.99 - \$59.99 (based on a 750ml size offering)

** Please note sizes 375ml or smaller will not be considered

** **Application Limit:** A **maximum of 4** completed applications will be accepted per segment (Regular Vodka and Flavoured Vodka), per Agent.

*Email Application to: categorymanagement@mbll.ca
Subject line: S2021-07 Regular Vodka and Flavoured Vodka
Application deadline: 11:59 pm CT, Sunday September 26th, 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 November 15th, 2021.

Thank you,
Category Management