

## **Call for listing:**

### **Scotch Single Malt, Scotch Whisky Blended, Irish Whiskey, and Whisky Other**

Monday, May 2<sup>nd</sup>, 2022

#### **CATEGORY PERFORMANCE:**

##### **Scotch Single Malt;**

Scotch Single Malt represents a \$8.11 million annual portfolio trending at +6.54% in \$ sales and -1.1% in L sales. Primary category indicators are as noted below.

- ✓ Deluxe Scotch Single Malt (over \$49.99 for a standard 750ml format) represents the largest segment of the category at 97% of the category \$ Sales and is trending at +7.49% in \$ sales and +0.4% in L sales.
- ✓ Within Scotch Single Malt the following sizes have significant share of segment. ( 700ml/750ml - 94% share and 1140ml - 6% share).
  - In terms of trend, the 1140ml size has the fastest growth rate at +8.99%, gaining over \$38,000 in sales over the last 12 months.
  - In terms of dollar growth, the 750ml size has contributed the most, gaining over \$464,000 in sales over the last 12 months.

##### **Scotch Whisky Blended;**

Scotch Whisky Blended represents a \$6.176 million annual portfolio trending at +4.86% in \$ sales and -1.3% in L sales.

Primary category indicators are as noted below.

- ✓ Premium Blended Scotch (between \$28.49 and \$35.99 for a standard 750ml format) represents the largest segment of the category at 41% of the category \$ Sales and is trending at -4.54% in \$ sales and -5.1% in L sales.
- ✓ Deluxe Blended Scotch (\$35.99 and above for a standard 750ml) represents the second largest segment 35% of the category \$ Sales and is trending at +29% in \$ sales and +26% in L sales.
- ✓ Economy Blended Scotch (\$28.48 and below for a standard 750ml) represents 24% of the category \$ Sales and is trending at -5.54% in \$ sales and -7.8% in L sales.
- ✓ Within Blended Scotch the following sizes have significant share of segment. (750ml - 52% share, 1140ml - 40% share, and 1750ml – 7% share).
  - In terms of dollar growth and trend growth, the 750ml size has contributed the most, gaining over \$285,000 in sales and trending +9.86% in the last 12 months.

##### **Whisky Other;**

Whisky Other is a very small category segment which represents a \$385,000 annual portfolio trending at +1.66% in \$ sales and -4.4% in L sales.

### **Irish Whiskey;**

Irish Whiskey represents a \$4.22 million annual portfolio trending at +3.83% in \$ sales and +2.2% in L sales.

Primary category indicators are as noted below.

- ✓ Deluxe Irish Whiskey (\$35.99 and above for a standard 750ml) represents the largest segment 67% of the category \$ Sales and is trending at +11.4% in \$ sales and +10.9% in L sales.
- ✓ Premium Irish Whiskey (between \$28.49 and \$37.99 for a standard 750ml format) represents the balance of the category at 33% of the category \$ Sales and is trending at -8.71% in \$ sales and -9% in L sales.
- ✓ Within Irish Whiskey the following sizes have significant share of segment. (750ml - 71% share, 1140ml – 19% share, and 1750ml – 8% share).
  - In terms of trend, the 750ml size has the fastest growth rate at +9.54% in dollar sales, as well as the largest dollar gain at \$262,000 in sales over the last 12 months.

Category Management is seeking product presentations for the following only;

- Scotch Single Malt
  - 750ml size format or greater
    - Price Point \$74.99 - \$199.99 (based on a standard 750ml size)
    - Sizes 375ml or smaller will not be considered
- Scotch Whisky Blended
  - 750ml size format or greater
    - Price Point \$32.99 - \$99.99 (based on a standard 750ml size)
    - Sizes 375ml or smaller will not be considered
- Whisky Other
  - 750ml size format or greater
    - Price Point \$49.99 - \$99.99 (based on a standard 750ml size)
    - Unique offerings with a focus on Japanese Whisky
    - Whisky from Canada or the USA will not be considered
    - Sizes 375ml or smaller will not be considered
- Irish Whiskey
  - 750ml size format or greater
    - Price Point \$39.99 - \$99.99 (based on a standard 750ml size)
    - Sizes 375ml or smaller will not be considered

**\*\*Application Limit:** A maximum of 6 completed applications will be accepted per agent across all segments.

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**Email Application to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)**  
**Subject line: Scotch Single Malt, Scotch Whisky Blended, Irish Whiskey, and Whisky Other**  
**Application deadline: 11:59 pm CT, Sunday May 29<sup>th</sup>, 2022**  
**Applications received after the deadline will not be accepted**

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**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 (**Template format to be followed**)
  - ✓ 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
- ✓ Review SR Product Listing Guidelines prior to submissions (**NEW**)

**Additional requirements if applicable:**

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

**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 August 1<sup>st</sup>, 2022.*

Thank you, Category Management