

## **Call for listing:**

### **S2022-07 - Tequila/Mezcal/Raicilla**

Monday, September 26<sup>th</sup>, 2022

#### **CATEGORY PERFORMANCE:**

Overall Tequila/Mezcal/Raicilla represents \$9.61 million annual portfolio trending at 28.78% in \$ sales and 25.86% in L sales.

Primary category indicators are as noted below.

- ✓ Blanco/Silver/Plata represents \$2.79 million annual portfolio trending at +33.23% in \$ sales and +29.67% in L sales.
  - Blanco/Silver/Plata represents the largest share of the Tequila/Mezcal/Raicilla holding 29% share of the category.
- ✓ Mixto represents \$2.75 million annual portfolio trending +36.82% in \$ sales and +32.41% in L sales.
  - Mixto represents the largest increase in \$ sales this past year, gaining over \$741,000.
- ✓ Reposado represents \$2.5 million annual portfolio trending at +20.64% in \$ sales and +15.12% in L sales.
- ✓ Anejo/Extra Aged represents \$977,000 annual portfolio trending at +17.45% in \$ sales and +17.08% in L sales.
- ✓ Flavoured Teq/Mezcal/Raicilla represents \$273,000 annual portfolio trending at +17.85% in \$ sales and +16.83% in L sales.
- ✓ Mezcal represents \$198,000 annual portfolio trending at +69.83% om \$ sales and +75.17% in L sales.
- ✓ The remaining 1.2% of sales include, Cristalino, Extra Anejo/Ultra Aged and Raicilla sub segments of the Tequila/Mezcal/Raicilla Category.
- ✓ Deluxe Tequila (>\$35.99 for a standard 750ml size format) represents the largest price classification of Tequila/Mezcal/Raincilla at 70% share of \$ sales, and is +24.99% in \$ sales and +20.82% in L.
- ✓ Within Tequila/Mezcal/Raicilla the following sizes have significant share of segment. (750ml – 88% \$ share and 1140ml – 11% \$ share).
  - In terms of dollar growth, the 750ml size has contributed the most, gaining over \$1.77 million in \$ sales, and trending +26.27% in \$ sales over the last 12 months.

Category Management is seeking product presentations for the following (all price ranges based on a 750ml size offering;

Primary focus:

- Blanco/Silver/Plato - \$44.99 - \$89.99
- Reposado - \$46.99 - \$99.99
- Anejo/Extra Aged - \$52.99 - \$110.99
- Flavoured Teq/Mezcal/Raicilla - \$39.99 - \$59.99
- Line extensions on MBLL high trending brands that are outside the above segment price ranges

Secondary Focus:

- Extra Anejo/Ultra Aged, Cristalino, Raicilla, open to various price points

\*\* Please note Mixto will not be accepted as well as any sizes 375ml or smaller

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

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*Email Application to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)  
Subject line: S2022-07 Tequila/Mezcal/Raicilla  
Application deadline: 11:59 pm CT, Sunday October 23<sup>rd</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 January 7<sup>th</sup>, 2023.*

Thank you, Category Management