

Call for listing:

S2023-05 Regular Vodka and Flavoured Vodka

Tuesday, September 19th, 2023

CATEGORY PERFORMANCE:

Overall Vodka

Overall Vodka represents \$66.97 million annual portfolio trending at +2.63% in \$ sales and -0.76% in L sales. Primary category indicators are as noted below.

Regular Vodka

- ✓ Regular Vodka represents \$58.37 million annual portfolio trending at +4.05% in \$ sales and +0.5% in L sales.
- ✓ In terms of price bands, the greatest dollar gains have come from the \$30 - \$39.99 price band, which has gained an additional \$1.27M over the last year. This segment primarily highlights gains made in the 1140ml large size format.
- ✓ The second greatest gains came from the \$20 - \$24.99 price band, which has gained an additional \$994,000 over the last year.
- ✓ Within Regular Vodka the following sizes have significant share of segment. (750ml - 40% \$ share, 1140ml - 31% \$ share, and 1750ml – 28% \$ share).
 - In terms of dollar growth, the 1140ml size has contributed the most, gaining over \$1.25M in \$ sales, and trending +7.31% in \$ sales over the last 12 months.

Flavoured Vodka

- ✓ Flavoured Vodka represents \$8.6 million annual portfolio trending at -6.03% in \$ sales and -10.42% in L sales.
- ✓ The \$25 - \$29.99 price band represents the largest segment in Flavoured Vodka at 54% share in \$ sales.
- ✓ The \$20 - \$24.99 price band represents the only overall dollar growth segment, gaining an additional \$24,000 in sales this past year. Gains in this segment came primarily from items on temporary discount. The segment is trading at +2.12% in \$ sales and +5.05% in L sales.

Category Management is seeking product presentations for the following only;

- Regular Vodka & Flavoured Vodka
 - 750ml size format or greater
 - Price Point SRP - \$59.99 (based on a 750ml size offering)

****Application Limit:** A **maximum of 2** completed applications will be accepted per segment (Regular Vodka and Flavoured Vodka), per Agent.

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

****** 700ml size will be considered if brand is not available for sale in the 750ml size.

******To calculate SRP (Social Reference Price) please refer to our partners website at www.mbillpartners.ca under Pricing Information.

- ✓ e.g. 750ml Regular Vodka, 40% alc, SRP Retail is \$20.94
- ✓ e.g. 750ml Flavoured Vodka, 35% alc, SRP Retail is \$18.33

*Email Application to: categorymanagement@mbll.ca
Subject line: S2023-05 Regular Vodka and Flavoured Vodka
Application deadline: 11:59 pm CT, Sunday October 15th , 2023
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 (**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
 - ✓ Product must be CFIA (Canadian Food Inspection Agency) compliant

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 December 15th , 2023.

Thank you, Category Management