

Call for listing:
S2023-06 - Tequila/Mezcal/Raicilla

Monday, September 25th, 2023

CATEGORY PERFORMANCE:

Overall Tequila/Mezcal/Raicilla represents \$11.1 million annual portfolio trending at 16.01% in \$ sales and 14.21% in L sales.

Primary category indicators are as noted below.

- ✓ Blanco/Silver/Plata represents \$3.45 million annual portfolio trending at +26.41% in \$ sales and +24.24% in L sales.
 - Blanco/Silver/Plata represents the largest share of the Tequila/Mezcal/Raicilla holding 31% share of the category.
 - Blanco/Silver/Plata represents the largest increase in \$ sales this past year, gaining over \$720,000.
- ✓ Mixto represents \$3.06 million annual portfolio trending +14.87% in \$ sales and +12.75% in L sales.
- ✓ Reposado represents \$2.75 million annual portfolio trending at +7.24% in \$ sales and +8.33% in L sales.
- ✓ Anejo/Extra Aged represents \$1M annual portfolio trending at -0.32% in \$ sales and -0.28% in L sales.
- ✓ Flavoured - Teq/Mezcal/Raicilla represents \$366,000 annual portfolio trending at +29.88% in \$ sales and +4.5% in L sales.
- ✓ Mezcal represents \$233,000 annual portfolio trending at +23.62% in \$ sales and +33.43% in L sales.
- ✓ The remaining 2% of sales include, Cristalino, Extra Anejo/Ultra Aged and Raicilla sub segments of the Tequila/Mezcal/Raicilla Category. Both Cristalino and Extra Anejo/Ultra Aged are experiencing growth, +152% and +43% in \$ sales respectively.
- ✓ In terms of price bands, the greatest dollar gains have come from the \$30 - \$39.99 price band, which has gained an additional \$614,000 in \$ sales over the last year.
 - This price band also represents the largest segment in Tequila/Mezcal/Raicilla at 42% share in \$ sales.
- ✓ Within Tequila/Mezcal/Raicilla the following sizes have significant share of segment. (750ml – 86% \$ share and 1140ml – 14% \$ share).
 - In terms of dollar growth, the 750ml size has contributed the most, gaining over \$1.32 million in \$ sales, and trending +15.51% in \$ sales over the last 12 months.
 - 1140ml size has also gained just over \$1M in sales over the last 12 months, and trending +20% in \$ sales.

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

- Blanco/Silver/Plato - \$49.99 - \$99.99
- Reposado - \$49.99 - \$110.99
- Anejo/Extra Aged - \$64.99 - \$120.99
- Flavoured - Teq/Mezcal/Raicilla - \$39.99 - \$59.99
- Mezcal - \$39.99 - \$89.99
- Line extensions, on MBLL high trending brands, outside the above segment price ranges and styles

****Application Limit:** A **maximum of 2** completed applications will be accepted per Agent.

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

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

** Please note Extra Anejo/Ultra Aged Tequila can be submitted in with the Distinctions call in early 2024.

Email Application to: categorymanagement@mbll.ca

Subject line: S2023-06 - Tequila/Mezcal/Raicilla

Application deadline: 11:59 pm CT, Sunday October 22nd, 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 January 15th, 2024.

Thank you, Category Management