

## **Call for listing:**

### **S2024-01 - American Whiskey**

Monday, January 22<sup>nd</sup>, 2024

#### **CATEGORY PERFORMANCE:**

Overall American Whiskey represents \$10.5 million annual portfolio trending at +12.67% in \$ sales and +14.07% in L sales.

Primary category indicators are as noted below.

- ✓ Within American Whiskey the following sizes have significant share of segment. (750ml – 74% \$ share, 1140ml – 16% \$ share 1750ml – 8% \$ share).
  - In terms of dollar growth, the 1140ml size has contributed the most, gaining an additional \$543,592 in sales this past year, and trending +46.45% in \$ sales.
- ✓ Bourbon has the largest share of the overall American Whiskey category segment at 61%.
- ✓ In terms of fast trending areas of American Whiskey, Other American Whiskey is +30.87% in \$ sales and 36.77% in L sales, followed by Bourbon which is +10.16% in \$ sales and +7.87% in L sales.
- ✓ In terms of price bands, the greatest dollar gains have come from the \$50 - \$59.99 price band, followed by the \$25 - \$29.99 price band, then followed by the \$30 - \$39.99, over the last year.

Category Management is seeking product presentations for the following;

- Bourbon, Flavoured American Whiskey, or Other American Whiskey
  - 750ml format
    - \$33.99 - \$99.99 (based on a standard 750ml size)
  - 1140ml or 1750ml format
    - Open to size extensions on already established high performing brands currently listed in Manitoba.

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

\*\* **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: S2024-01 - American Whiskey*

*Application deadline: 11:59 pm CT, Sunday February 18<sup>th</sup>, 2024*

*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)
  - ✓ 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:

- ✓ Letter of Authorization
- ✓ 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 May 1<sup>st</sup>, 2024.*

Thank you, Category Management