

## **Call for listing:**

### **S2024-07 - Rum (White, Amber/Gold, Dark/Black/Navy, Spiced, and Flavoured)**

Wednesday, October 16<sup>th</sup>, 2024

#### **CATEGORY PERFORMANCE:**

Overall Rum represents \$41.5 million annual portfolio trending at +0.75% in \$ sales and -2.6% in L sales.

Primary category indicators are as noted below.

- ✓ Spiced Rum represents \$19.2 million annual portfolio trending +1.22% in \$ sales and -2.27% in L sales.
  - Spiced Rum represents the largest share of the Rum Category at 46.33% share.
  - Spiced Rum had the largest \$ gain this past year, gaining \$231,400 for the overall Rum category.
- ✓ Amber/Gold Rum represents \$9.05 million annual portfolio trending at -1.25% in \$ sales and -4.61% in L.
- ✓ White Rum represents \$8.15 million annual portfolio trending -2.03% in \$ sales and -4.98% in L.
  - Amber/Gold Rum and White Rum represent similar shares in rum at 22% and 20% share respectively.
- ✓ Dark/Black/Navy Rum represents \$3.11 million annual portfolio trending at +3.52% in \$ sales and +0.37% in L sales.
  - Dark/Black/Navy Rum represents 7.5% share of the overall Rum category.
- ✓ Flavoured Rum represents \$1.78 million annual portfolio trending +12.98% in \$ sales and +11.14% in L sales.
  - Flavoured Rum represents 4.3% share of the overall Rum category.
  - Flavoured Rum had the second largest \$ gain this past year, gaining \$204,400 for the overall Rum category.
- ✓ Within Rum the following sizes have significant share of segment. (750ml – 47% \$ share, 1140ml – 27% \$ share, and 1750 – 25% share).
  - In terms of dollar growth, the 750ml size has contributed the most, gaining over \$471,000 in \$ sales, and trending +3.01% in \$ sales over the last 12 months.

Category Management is seeking product presentations for the following;

- Spiced Rum (based on a 750ml size offering)
  - \$30.99 - \$79.99
- Amber/Gold Rum and Dark/Navy/Black Rum (based on a 750ml size offering)
  - \$29.99 - \$99.99
- Flavoured Rum and White Rum (based on a 750ml size offering)
  - \$28.99 - \$39.99

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

\*\* If a Ready-to-Serve product is being applied for, please ensure alcohol is over 14.5%.

\*\* 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.

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*Email Application to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)  
Subject line: S2024-07 - Rum (White, Amber/Gold, Dark/Black/Navy, Spiced, and Flavoured)  
Application deadline: 11:59 pm CT, Sunday November 10<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 December 20<sup>th</sup>, 2024.*

Thank you, Category Management