

## **Call for listing:**

### **S2025-02 - Canadian Whisky**

Monday, March 24, 2025

#### **CATEGORY PERFORMANCE:**

Overall Canadian Whisky represents \$66 million annual portfolio trending at +0.62% in \$ sales and -1.37% in L sales.

Primary category indicators are as noted below.

- ✓ Within Canadian Whisky the following sizes have significant share of segment. (750ml – 41.7% \$ share, 1750ml – 32.5% \$ share, and 1140ml – 25.5% \$ share).
  - In terms of dollar growth, the 750ml size has contributed the most, gaining an additional \$946,337 in sales this past year and also has the strongest trend, +3.56% in \$ sales.
- ✓ In terms of price bands, the greatest dollar gains have come from the \$20 - \$24.99 price band, which has gained an additional \$762,000 over the last year and also has on of the strongest trend, +6.77% in \$ sales.
- ✓ Within Canadian Whisky the following types of whisky have significant share of segment. (Canadian Blended Whisky – 84.7% \$ share, Canadian Rye Whisky 8.3% \$ share, and Canadian Flavoured Whisky – 6.9% of \$ share).
  - In terms of dollar growth, Canadian Flavoured Whisky is the main area of growth, +12.46% in \$ sales.

Category Management is seeking product presentations for the following;

- Canadian Whisky – all segments
  - 750ml Format or greater
    - Price Point \$29.99 - \$79.99 (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: S2025-02 - Canadian Whisky*

*Application deadline: 11:59 pm CT, Sunday April 20<sup>th</sup>, 2025*

*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)  
**Image must be on a white background.**
    - 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 June 15<sup>st</sup>, 2025.*

Thank you, Category Management