

Call for listing:

S2025-03 - Scotch, Irish, and International Other Whisk(e)y

Tuesday, April 22nd, 2025

CATEGORY PERFORMANCE:

Scotch Whisky;

Scotch Whisky represents a \$12.58 million annual portfolio trending at -0.22% in \$ sales and -1.7% in litre sales.

Primary category indicators are as noted below.

- ✓ Blended Scotch Whisky represents the largest segment of the category at 46% of the category in \$ sales and is trending at -1.57% in \$ sales and -3% in litre sales.
- ✓ Speyside Single Malt Whisky represents the second largest segment of the category at 26% of the category in \$ sales and is trending at +4.32% in \$ sales and +4.8% in litre sales.
 - This segment had the largest overall dollar gains for the year, at \$135,173 in sales.
- ✓ Highland Single Malt Whisky represents the third largest segment of the category at 13% of the category in \$ sales and is trending at +3.33% in \$ sales and +1.3% in litre sales.
- ✓ Within Scotch Whisky the following sizes have significant share of segment. (700ml/750ml – 73.28% share, 1140ml – 22.59% share, and 1750ml – 4.05% share).
- ✓ Scotch Whisky priced between \$60 - \$79.99 represents the largest price segment of the category at 23.31% of the category \$ sales and is trending at -0.61% in \$ sales and -2.6% in litre sales.
- ✓ Scotch Whisky priced between \$100 - \$149.99 represents the second largest price segment of the category at 22.48% of the category \$ sales and is trending at 6.1% in \$ sales and 4.3% in litre sales.
 - This price segment had the largest overall dollar gains for the year, at \$162,515 in sales.

Irish Whiskey;

Irish Whiskey represents a \$5.15 million annual portfolio trending at +4.89% in \$ sales and +2.7% in litre sales.

Primary category indicators are as noted below.

- ✓ Irish - Blended represents the largest segment of the category at 87.6% of the category in \$ sales and is trending at +4.66% in \$ sales and +2.3% in litre sales.
 - This segment had the largest overall dollar gains for the year, at \$201,132 in sales.
- ✓ Irish – Single Malt Whiskey represents the second largest segment of the category at 7.3% of the category in \$ sales and is trending at +16.6% in \$ sales and +17.5% in litre sales.
- ✓ Irish Whiskey priced between \$50 and \$59.99 represents the largest price segment at 27.4% of the category \$ Sales and is trending at +4.09% in \$ sales and +4.4% in litre sales.
- ✓ Irish Whiskey priced between \$30 - \$39.99 represents the largest price segment gain for the year, at \$153,032.
- ✓ Within Irish Whiskey the following sizes have significant share of segment. (700ml/750ml – 67.5% share, 1140ml – 21.5% share, and 1750ml – 11% share).
 - In terms of dollar growth, the 700ml/750ml size has contributed the most, gaining \$154,000 in

sales and trending +4.62% in \$ sales over the last 12 months.

International Other Whisk(e)y;

International Other Whisk(e)y represents a \$661,000 annual portfolio trending at +15.51% in \$ sales and +59.8% in litre sales.

Primary category indicators are as noted below.

- ✓ Whiskies from Japan represent the largest segment of the category at 63.48% of the category in \$ sales and are trending at -1.29% in \$ sales and -1.5% in litre sales.
- ✓ Whiskies from India represent the second largest segment of the category at 24.21% of the category in \$ sales and are trending at +177% in \$ sales and +560% in litre sales.
 - This segment had the largest overall dollar gains for the year, at \$102,377 in sales.

CALL FOR LISTING PARAMETERS:

Category Management is seeking product presentations for whisky(ey) segments outlined below, that will enhance our current assortment, with a focus on:

- Product with proven sales in other markets, current accolades, or strong price/quality ratio
- New brands with innovative packaging/or targeting a new customer
- Products that offer points of differentiation to the current assortment
- Strong marketing support
- Line extensions on current brands with strong performance in the Manitoba market
- Size extensions on current brands with strong performance in the Manitoba market

Pricepoints being requested (based on a standard 750ml size format);

- Scotch Whisky – Pricepoint \$35.99 - \$199.99
- Irish Whiskey – Pricepoint \$35.99 - \$99.99
- International Other Whisk(e)y – Pricepoint \$29.99 - \$99.99

****Note:** Sizes 375ml or smaller will not be considered

****Application Limit:** A **maximum of 6** completed applications will be accepted per agent across all segments.

*Email Application to: categorymanagement@mbl.ca
Subject line: S2025-03 - Scotch, Irish, and other Internation Whisk(e)y
Application deadline: 11:59 pm CT, Sunday May 18th, 2025
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)
 - ✓ 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 July 15st , 2025.

Thank you, Category Management