

Call for listing – S2025-04 Gin

Friday, July 4th, 2025

Category Management is seeking product presentations for Gin with a primary focus on new and unique flavours/concepts to our current assortment.

CATEGORY PERFORMANCE: July 2024 – June 2025

Gin represents an annual portfolio of nearly \$11 million trending at -0.02% in net sales \$ and -2% in net sales litres. Primary category indicators are as noted below:

Type share:

- ✓ Dry Gin represents 90% of net sales \$, trending at -0.1%
- ✓ Flavoured Gin represents 10% of net sales \$, trending at -5.8%

With respect to format:

- 750ml = 55% share, trending -3%
- 1140ml = 27% share, trending +5%
- 1750ml = 16% share, trending at -0.2%
- 700ml = 2% share, trending at +9%

In terms of net sales \$ share and growth by price bands in the **700ml & 750ml** formats:

- \$25.99-\$29.99 = 48%, trending at -3%
- \$50-\$59.99 = 22%, trending at +13%
- \$30-\$39.99 = 17%, trending at -6%
- \$40-\$49.99 = 12%, trending at -3%
- \$60-\$79.99 = 0.6%, trending at +7.5%
- \$80-\$99.99 = 0.6%, trending at -12%

Category Management is seeking product presentations as follows:

- Open to currently listed brands with large volume sales, strong trending brands, & brands with proven success in other markets
- 700/750ml size format; primary focus
 - \$30 - \$69.99 (based on a 700 or 750ml size offering), primary focus
- Open to unique flavoured offerings and innovative/unique packaging
- Sizes 375ml and smaller are not relevant to this call

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

Email Spirit applications to: categorymanagement@mbll.ca

Subject line: S2025-04 - Gin

Application deadline: 11:59 pm CT, Sunday August 3, 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)
 - 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, 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 of Social Responsibility Product Listing Guideline prior to submissions
 - ✓ Product must be Canadian Food Inspection Agency (CFIA) 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 **August 29th, 2025**.

Note: Products listed from this call are expected to launch in the Spring of 2026.

Thank you, Category Management