

**Call for listing:**  
**S2025-05 - Regular Vodka and Flavoured Vodka**

Monday, August 11<sup>th</sup>, 2025

**CATEGORY PERFORMANCE:**

**Overall Vodka**

Overall Vodka represents \$66.4 million annual portfolio trending at +2.21% in \$ sales and +1.7% in L sales. Primary category indicators are as noted below.

**Regular Vodka**

- ✓ Regular Vodka represents \$59.4 million annual portfolio trending at +3.72% in \$ sales and +3% in L sales.
- ✓ In terms of price bands, there are three price bands that are showing significant growth, all over \$700,000 this past year.
  - \$20 - \$24.99/\$30 - \$30.99/\$50 - \$50.99
- ✓ Within Regular Vodka the following sizes have significant share of segment. (750ml - 39% \$ share, 1140ml - 32% \$ share, and 1750ml – 29% \$ share).
  - In terms of dollar growth, the 1140ml size has contributed the most, gaining over \$1.27M in \$ sales, and trending +7.3% in \$ sales over the last 12 months.

**Flavoured Vodka**

- ✓ Flavoured Vodka represents \$7 million annual portfolio trending at -8.97% in \$ sales and -10.2% in L sales.
- ✓ The \$25 - \$29.99 price band represents the largest segment in Flavoured Vodka at 65% share in \$ sales.
- ✓ The \$20 - \$24.99 price band saw the most significant gain, adding \$150,000 in sales this past year. Gains in this segment came primarily from items on temporary discount. The segment is trending at +98% in \$ sales and +102% in L sales, but only represent 4.3% of the category segment sales overall.

Category Management is seeking product presentations for the following only;

- Regular Vodka & Flavoured Vodka
  - 750ml size format or greater
    - \$23.99 - \$59.99 (based on a 750ml size offering)
  - 1140ml or 1750ml format
    - Open to size extensions on already established high performing brands currently listed in Manitoba.

**\*\*Application Limit:** A **maximum of 3** completed applications will be accepted per segment (Regular Vodka and Flavoured Vodka), 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: Regular Vodka and Flavoured Vodka*  
*Application deadline: 11:59 pm CT, Sunday September 7<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 November 15<sup>st</sup>, 2025.*

Thank you, Category Management