

## **Call for listing:**

### **S2025-07 - Rum (White, Amber/Gold, Dark/Black/Navy, Spiced, and Flavoured)**

Tuesday, October 14<sup>th</sup>, 2025

**Please note that all applications and attachments are to be submitted through Smartsheet, and all presentations are to follow the updated 2024 Product Presentation Template format.**

**Please ensure that front label, back label and high-resolution website images are attached to your Smartsheet Application as individual files.**

### **CATEGORY PERFORMANC (R12 Sept 2025):**

Overall Rum represents \$39.1 million annual portfolio trending at -5.35% in \$ sales and -7.47% in L sales.

Primary category indicators are as noted below.

- ✓ Spiced Rum represents \$18 million annual portfolio trending -5.69% in \$ sales and -6.97% in L sales.
  - Spiced Rum represents the largest share of the Rum Category at 46.2% share.
  - The performance of the Spiced Rum segment has been significantly impacted by the removal of American product offering.
- ✓ Amber/Gold Rum represents \$8.6 million annual portfolio trending at -4.33% in \$ sales and -8.57% in L.
- ✓ White Rum represents \$7.9 million annual portfolio trending -2.14% in \$ sales and -4.23% in L.
  - Amber/Gold Rum and White Rum represent similar shares in rum at 22% and 20% share respectively.
- ✓ Dark/Black/Navy Rum represents \$3.24 million annual portfolio trending at +4.59% in \$ sales and +2.98% in L sales.
  - Dark/Black/Navy Rum represents 8.3% share of the overall Rum category.
  - Dark/Black/Navy Rum had the largest \$ gain this past year, gaining \$142,000 for the overall Rum category.
- ✓ Flavoured Rum represents \$1.11 million annual portfolio trending -36.9% in \$ sales and -40.8% in L sales.
  - The performance of the Flavoured Rum segment has been significantly impacted by the removal of American product offering.
- ✓ Within Rum the following sizes have significant share of segment. (750ml – 48% \$ share, 1140ml – 28% \$ share, and 1750 – 23% share).

**CALL FOR LISTING PARAMETERS:**

Category Management is seeking product presentations for the following (all price ranges based on a 750ml size offering);

- Spiced Rum and Amber/Gold Rum
  - \$30.99 - \$89.99
- Dark/Navy/Black Rum
  - \$30.99 - \$99.99
- White Rum
  - \$28.99 - \$39.99
- Flavoured Rum
  - \$26.99 - \$39.99
- Line and size extensions on currently listed MBLL high trending items, outside the above segment price ranges.

**\*\* Application Limit: A maximum of 3 completed applications will be accepted per Agent.**

**\*\* 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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*Please submit applications to the new Spirit Smartsheet Application Form  
(Smartsheet link can be found in the body of the email)  
Application deadline: 11:59 pm CT, Sunday November 9<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 (Smartsheet)
  - Only Smartsheet submissions will be accepted, no excel forms
- ✓ 2 Digital Color Images (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 CSR 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 January 15, 2026.*

Thank you, Category Management