

Call for listing:
S2026-01 - Canadian Whisky

Monday, March 23, 2026

Please note that all applications and attachments are to be submitted through Smartsheet, and all presentations are to follow the MBL Call for Listing 2026 – Presentation Template V2. Please ensure that front label, back label and high-resolution website images are attached to your Smartsheet Application as individual files.

CATEGORY SEGMENT PERFORMANCE (March 1, 2025 - Feb 28, 2026):

Overall Canadian Whisky represents \$68.76 million annual portfolio trending at +4.49% in \$ sales and +0.27% in L sales.

Primary category indicators are as noted below.

- ✓ Within Canadian Whisky the following sizes have significant share of segment. (750ml – 43.9% \$ share, 1750ml – 30.4% \$ share, and 1140ml – 25.3% \$ share).
 - In terms of dollar growth, the 750ml size has contributed the most, gaining an additional \$2.95 million in sales this past year and also has the strongest trend, +10.74% in \$ sales.
- ✓ In terms of price bands, the greatest dollar gains have come from the \$30 - \$39.99 price band, which has gained an additional \$1.68 million over the last year and also has one of the strongest trends, +8.6% in \$ sales.
- ✓ Within Canadian Whisky the following types of whisky have significant share of segment. (Canadian Blended Whisky – 83.9% \$ share, Canadian Rye Whisky 9.4% \$ share, and Canadian Flavoured Whisky – 6.4% of \$ share).
 - In terms of dollar growth, Canadian Blended Whisky had the largest dollar gain, +\$1.65 million in sales this past year.

CALL FOR LISTING PARAMETERS:

- ✓ Category Management is seeking product presentations for the following (all price ranges based on a 750ml size offering);
 - Canadian Whisky – all segments
 - 750ml Format or greater
 - Price Point \$26.99 - \$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.

**** Application Limit: A maximum of 4 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.**

*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 April 19th, 2026
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 Application Form (Smartsheet) including the following attachments:
 - MBLL Call for Listing 2026 – Presentation Template V2
 - Supplier Information Form (excel format only, no PDF)
 - Letter of Authorization
 - Product Technical/Sell Sheet
 - 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

Required forms and templates are located at <https://www.mblpartners.ca/liquor-partners/liquor-agents-suppliers>

Additional information and requirements:

- ✓ Product must be Canadian Food Inspection Agency (CFIA) compliant
- ✓ Review of Social Responsibility Product Listing Guideline prior to submission
- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)
- ✓ Organic Certification if applicable

Evaluation Criteria:

Evaluations will be conducted on the material provided, including, but not limited to the following criteria.

- ✓ 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

Samples:

- ✓ 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 30, 2026.

Thank you, Category Management