

Call for listing:

S2026-02 - Scotch, Irish, and International Other Whisk(e)y

Monday, April 20th, 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 (April 1, 2025 - March 31st, 2026):

Scotch Whisky:

Scotch Whisky represents a \$13.46 million annual portfolio trending at +7.02% in \$ sales and +6.6% 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 +6.86% in \$ sales and +7.2% in litre sales.
 - This segment had the largest overall dollar gains for the year, at \$397,951 in sales.
- ✓ Speyside Single Malt Whisky represents the second largest segment of the category at 25% of the category in \$ sales and is trending at +1.48% in \$ sales and -0.5% in litre sales.
- ✓ Highland Single Malt Whisky represents the third largest segment of the category at 12% of the category in \$ sales and is trending at -0.2% in \$ sales and -3% in litre sales.
- ✓ Islay Single Malt Whisky represents the fourth largest segment of the category at 11.5% of the category in \$ sales and is trending at +22.2% in \$ sales and -12% in litre sales.
 - This segment had the second largest overall dollar gains for the year, at \$282,602 in sales.
- ✓ Within Scotch Whisky the following sizes have significant share of segment. (700ml/750ml – 73% share, 1140ml – 20% share, and 1750ml – 6% share).
- ✓ Scotch Whisky priced between \$60 - \$79.99 represents the largest price segment of the category at 20.9% of the category \$ sales and is trending at +19% in \$ sales and +33% in litre sales.
 - This price segment had the largest overall dollar gains for the year, at \$452,937 in sales.
- ✓ Scotch Whisky priced between \$100 - \$149.99 represents the second largest price segment of the category at 21.6% of the category \$ sales and is trending at 2.4% in \$ sales and 5.5% in litre sales.

Irish Whiskey:

Irish Whiskey represents a \$5.77 million annual portfolio trending at +11.93% in \$ sales and +11.3% in litre sales.

Primary category indicators are as noted below.

- ✓ Irish - Blended represents the largest segment of the category at 87.8% of the category in \$ sales and is trending at +12.34% in \$ sales and +11.4% in litre sales.
 - This segment had the largest overall dollar gains for the year, at \$556,409 in sales.

- ✓ Irish – Single Malt Whiskey represents the second largest segment of the category at 6.9% of the category in \$ sales and is trending at +4.51% in \$ sales and +6% in litre sales.
- ✓ Irish Whiskey priced between \$50 and \$59.99 represents the largest price segment at 28.7% share of the category in \$ Sales and is trending at +12.53% in \$ sales and +12.2% in litre sales.
- ✓ Irish Whiskey priced between \$40 - \$49.99 represents the largest price segment gain for the year, at \$249,481.
- ✓ Within Irish Whiskey the following sizes have significant share of segment. (700ml/750ml – 67.7% share, 1140ml – 21.6% share, and 1750ml – 10.7% share).
 - In terms of dollar growth, the 700ml/750ml size has contributed the most, gaining \$425,950 in sales and trending +12.24% in \$ sales over the last 12 months.

International Other Whisk(e)y:

International Other Whisk(e)y represents a \$797,748 annual portfolio trending at +20.34% in \$ sales and +16.9% in litre sales.

Primary category indicators are as noted below.

- ✓ Whiskies from Japan represent the largest segment of the category at 68.91% of the category in \$ sales and are trending at +20.49% in \$ sales and +22.7% in litre sales.
 - This segment also had the largest overall dollar gains for the year, at \$93,480 in sales.
- ✓ Whiskies from India represent the second largest segment of the category at 25.67% of the category in \$ sales and are trending at +27.91% in \$ sales and +12% in litre 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

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

- Blended Scotch Whisky – Price point \$35.99 - \$99.99
- Single Malt Scotch Whisky – Price point \$49.99 - \$199.99
- Irish Whiskey – Price point \$35.99 - \$99.99
- International Other Whisk(e)y – Price point \$29.99 - \$99.99

Application Limit: A **maximum of 6** 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 May 17th, 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 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 July 31st, 2026.

Thank you, Category Management