

Call for Listing - S2026-04
Regular Vodka and Flavoured Vodka

Monday, August 17th, 2026

Please note that all applications and attachments are to be submitted through Smartsheet, and all presentations are to follow the updated 2026 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 SEGMENT PERFORMANCE (July 1, 2025 – June 30, 2026, 2026):

Overall Vodka:

Overall Vodka represents \$65.4 million annual portfolio, trending at -1.31% in \$ sales and -3% in L sales. Primary category indicators are as noted below.

Regular Vodka:

- ✓ Regular Vodka represents \$59.2 million annual portfolio, trending at -0.39% in \$ sales and -2.6% in L sales.
- ✓ In terms of price bands, there is one price band that is showing slight growth which is the \$30.00 - \$39.99 range.
- ✓ Within Regular Vodka the following sizes have significant share of segment. (750ml - 38% \$ share, 1140ml - 31% \$ share, and 1750ml – 30% \$ share).
 - In terms of dollar growth, the 1750ml size has contributed the most, gaining over \$300,000 in \$ sales, and trending +1.79% in \$ sales over the last 12 months.

Flavoured Vodka:

- ✓ Flavoured Vodka represents \$6.2 million annual portfolio, trending at -9.26% in \$ sales and -7.7% in L sales.
- ✓ The \$25 - \$29.99 price band represents the largest segment in Flavoured Vodka at 61% share in \$ sales.
- ✓ The \$40.00 - \$49.99 price band saw the most significant gain, adding \$25,000 in sales this past year, +2.47% in \$ sales.

CALL FOR LISTING PARAMETERS:

- ✓ Category Management is seeking product presentations for the following (all price ranges based on a 750ml size offering);
 - Regular Vodka - 750ml size format or greater
 - \$24.99 - \$59.99 (based on a 750ml size offering)
 - Flavoured Vodka - 750ml size format or greater
 - \$26.99 - \$59.99 (based on a 750ml size offering)
 - Regular Vodka and Flavoured Vodka - 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.

**** 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 via the applicable Smartsheet form
 - Application deadline: 11:59 pm CT, September 13th, 2026
 - 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 Application Form (Smartsheet) including the following attachments:
 - Product Presentation Template 2026
 - 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.
- ✓ All successful listings will require 1-2 samples and will be requested at time of approval notice.

Potential listings are encouraged to support MBLL's Net Zero Emissions by 2050 goal by reducing supply chain emissions, such as using lightweight packaging, lowering GHG emissions, supporting biodiversity, and certified organic production practices.

We thank everyone for their applications; however, notifications will only be issued for successful listings which will be communicated by December 1st, 2026.