

Call for Listing

S2026-05 - Tequila/Mezcal/Raicilla

September 14, 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 (August 1, 2025 – July 31, 2026):

Overall Tequila/Mezcal/Raicilla represents \$12.79 million annual portfolio trending at 2.93% in \$ sales and 3.4% in L sales.

Primary category indicators are as noted below.

- ✓ Blanco/Silver/Plata represents \$4.88 million annual portfolio trending at +4.9% in \$ sales and +6.9% in L sales.
 - Blanco/Silver/Plata represents the largest share of the Tequila/Mezcal/Raicilla holding 38% share of the category.
 - Blanco/Silver/Plata represents the largest increase in \$ sales this past year, gaining over \$228,000.
- ✓ Mixto represents \$3.1 million annual portfolio trending -0.07% in \$ sales and +2.3% in L sales.
- ✓ Reposado represents \$2.75 million annual portfolio trending at -0.73% in \$ sales and -1.7% in L sales.
- ✓ Anejo/Extra Aged represents \$937,000 annual portfolio trending at -0.15% in \$ sales and -1.7% in L sales.
- ✓ Flavoured - Teq/Mezcal/Raicilla represents \$561,000 annual portfolio trending at +12.27% in \$ sales and +9.3% in L sales.
- ✓ Mezcal represents \$302,000 annual portfolio trending at +13.94% in \$ sales and +8.2% in L sales.
- ✓ Cristalino represents \$216,000 annual portfolio trending at +41.74% in \$ sales and +23.3% in L sales.
- ✓ Extra Anejo/Ultra Aged represents \$52,000 annual portfolio trending at -4.75% in \$ sales and -11% in L sales.
- ✓ In terms of price bands, the greatest dollar gains have come from the \$80 - \$99.99 price band, which has gained an additional \$167,000 in \$ sales over the last year.
- ✓ Within Tequila/Mezcal/Raicilla the following sizes have significant share of segment. (750ml – 83% \$ share and 1140ml – 14% \$ share).
 - In terms of dollar growth, the 1750ml size has contributed the most, gaining over \$175,000 in \$ sales, and trending +214% in \$ sales over the last 12 months.
 - 1140ml size has also gained just over \$91,000 in sales over the last 12 months, and trending +5.26% in \$ sales.

CALL FOR LISTING PARAMETERS:

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

- Blanco/Silver/Plato - \$45.99 - \$99.99
- Reposado - \$45.99 - \$110.99
- Anejo/Extra Aged - \$59.99 - \$129.99
- Flavoured - Teq/Mezcal/Raicilla - \$29.99 - \$59.99
- Mezcal - \$39.99 - \$99.99
- Cristalino - \$49.99 – 99.99
- Line extensions, on MBLL high trending brands, outside the above segment price ranges and styles

****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 via the applicable Smartsheet form
 - Application deadline: 11:59 pm CT, October 11th, 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:
 - 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 January 15th, 2027.