

**Call for listing:**  
*B2024-05 Spring-Summer Seasonal Beer*

November 21, 2024

Category Management is seeking product presentations for seasonally relevant Beer offerings for the Spring-Summer 2025 season.

Successful listings will be released to Liquor Marts starting April 2025 and be available through to August 2025.

**Criteria:**

- Craft Style: single serve can or bottle 473ml or 500ml
- Domestic: single serve, small-medium multipacks of new items
- Import: single serve
- Proven Brand sales success locally or in other markets
- Additional formats of currently listed product will not be considered
- Core listings will not be considered

**Application Limit**

A **maximum** of 4 completed applications per Agent, and/or Supplier will be accepted for review.

New products are scheduled to be released in Liquor Marts starting April 2025. Supporting this timeline, MBLL distributed products should be received in our DC by mid-March 2025, if applicable.

**Application Submissions to be completed via.**

Smartsheet – Beer Application form

Application deadline: 11:59 pm CT, December 17, 2024

Applications received after the deadline may not be considered

**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 (Please use the attached template)
- ✓ Supplier Information Form (excel format only, no PDF)
  - With letter of authorization if required
- ✓ 2 Digital Color Images of the selling unit (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 SR Product Listing Guidelines prior to submission; available at <https://www.mblpartners.ca>

Additional requirements if applicable:

- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)

**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 24, 2025.

Thank you,  
Category Management