

Call for listing:

W2021-07 - Table Wine – France

April 28, 2021

CATEGORY PERFORMANCE:

Table Wine – France within MBLL represents a \$5.4 million annual portfolio, generating a \$ growth of +9.21%, with a Litre growth of +6.27%.

Primary category indicators are as noted below:

- ✓ Red Wine represents 59% of the category sales, with a \$ growth rate of +5.07%
- ✓ Rosé Wine represents 24% of the category sales, with a \$ growth rate of +35.89%
- ✓ White Wine represents 18% of the category sales, with a \$ growth rate of **-3.59%**

- ✓ The 750ml size format dominates 93% of sales, delivering a \$ growth rate of +9.13%
- ✓ The 3 premium price bands combined commands 70% of the sales securing a \$ growth rate of +10.14%
- ✓ 48% of the listed SKU's represent 80% of sales commanding a \$ growth rate of +12.33%

Category Management is seeking product presentations for the following;

- **750ml Format:**
 - *Varietal Blend / Pinot Noir / Merlot / Chardonnay / Grenache*
 - Price Point: \$16.99 – \$19.99
 - *Chardonnay / Pinot Noir / Varietal Blend / Grenache*
 - Price Point: \$20.00 - \$49.99
 - *Rosé*
 - Price Point: \$16.99 - \$19.99
- **1500ml Pouch: (Bottles will not be considered)**
 - Price Point: \$27.99 - \$34.99
- **3L Box Format:**
 - Price Point: \$39.99 - \$49.99

Application Limit:

- A **maximum** of 4 applications will be accepted per Agent

Email Applications to: categorymanagement@mbll.ca

Subject line: W2021-07 - Table Wine – France

Application deadline: 11:59 pm CT, Tuesday May 25, 2021

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 Presentation (See attached template)
- ✓ Supplier Information Form (excel format only, no PDF)
 - With letter of authorization if required
- ✓ Product Application Form (Most recent version only, see attached)
 - Completed forms must be submitted in excel format only
- ✓ 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
 - Please note: File share transfers (E.g. We transfers) will not be accepted

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 July 9, 2021.

Thank you,
Category Management