

Call for listing:

W2021-08 Table Wine – BBIC

August 4, 2021

CATEGORY PERFORMANCE:

The BBIC table wine category within MBLL represents a \$43.0 million annual portfolio, generating a \$ growth of +2.93%, with a Litre growth of +4.38%.

Primary category indicators are as noted below:

- ✓ Red Wine represents 52.5% of the category sales, with a \$ growth rate of +4.91%
- ✓ White Wine represents 46.0% of the category sales, with a \$ growth rate of +0.50%
- ✓ Rose' Wine represents 1.4% of the category sales, with a \$ growth rate of +12.57%

- ✓ Box Wine (Dominated by the 4L) commands 77.5% of \$ sales, delivering a \$ growth rate of +8.86%
- ✓ 41% of the listed SKU's represent 80% of sales generating a \$ growth rate of +5.58%

Category Management is seeking product presentations for the following:

- White / Red / Rose' (Any Varietal or Blend)
 - 750ml Format: Price Point: \$10.99 - \$12.99
 - 4L Box Format: Price Point: \$39.99 - \$44.99
- Low Alcohol (7% or less), Low Calorie, Low Sugar
 - 750ml Format: Price Point: \$11.99 - \$13.99

Application Limit:

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

Email Applications to: categorymanagement@mbll.ca

Subject line: W2021-08 BBIC

Application deadline: 11:59 pm CT, Tuesday August 31, 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 (**Template format to be followed**)
- ✓ Supplier Information Form (excel format only, no PDF)
 - With letter of authorization if required
- ✓ Product Application Form (Most recent version only)
 - 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
- ✓ Review CSR Product Listing Guidelines prior to submission (**NEW**)

Additional requirements if applicable:

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

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 October 15, 2021.

Thank you,
Category Management