

## **Call for listing:**

### **W2021-11 Table Wine – Spain**

September 29, 2021

#### **CATEGORY PERFORMANCE:**

Table Wine – Spain within MBLL represents a \$3.6 million annual portfolio, generating a softer \$ growth of (-8.41%) with a Litre growth of (-10.63%).

Primary category indicators are as noted below:

- ✓ Red Wine represents 88% of the category sales, with an average \$ sales per SKU of \$40K
- ✓ White Wine represents 7% of the category sales, with an average \$ sales per SKU of \$15K
- ✓ Rose' Wine represents 5% of the category sales, with an average \$ sales per SKU of \$17K
  
- ✓ The 750ml size format commands 82% of sales, with an average \$ sales per SKU of \$29K
- ✓ The 3 premium price bands combined control 68% of the sales, with an average \$ sales per SKU of \$40K
- ✓ 35% of the listed SKU's represent 81% of sales commanding an average \$ sales per SKU of \$77.0K

Category Management is seeking product presentations for the following;

- Tempranillo / Varietal Blend (White or Red) / Grenache
  - 750ml Format
    - Price Point: \$15.99 - 19.99
    - Price point: \$22.99 - \$35.99
  - 1500ml Pouch: (Bottles will not be considered)
    - Price Point: \$26.99 - \$34.99
  - 3L Box Format
    - Price Point: \$39.99 - \$44.99
- Rose'
  - 750ml Format
    - Price Point: \$14.99 - \$17.99

#### **Application Limit:**

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

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*Email Applications to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)*

*Subject line: W2021-11 Table Wine – Spain*

*Application deadline: 11:59 pm CT, Tuesday October 26, 2021*

*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 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 December 10, 2021.*

Thank you,  
Category Management