

Call for listing:

W2021-12 Table Wine – New Zealand

October 13, 2021

CATEGORY PERFORMANCE:

Table Wine New Zealand within MBLL represents a \$5.88 million annual portfolio, generating a \$ growth of +4.49%, and a Litre growth of +2.72%.

Primary category indicators are as noted below.

- ✓ White Wine represents 89% of the category sales, generating a \$ growth of +3.67%
- ✓ Red Wine represents 8% of the category sales, generating a \$ growth of +10.03%
- ✓ Rose' Wine represents 3% of the category sales, generating a \$ growth of +15.05%

- ✓ 750ml size format drives sales in the category
- ✓ Ultra-Premium Price Band (\$17.99 - \$19.99) represents 77% of category sales

Category Management is seeking product presentations for the following;

- Sauvignon Blanc / Pinot Noir
 - 750ml Format: Price Point: \$19.99 – \$24.99
 - 750ml Format: Price Point: \$29.99 - \$49.99

- Chardonnay / Pinot Gris
 - 750ml Format: Price point: \$18.99 - \$22.99

- Rose'
 - 750ml Format: Price Point: \$19.99 - \$22.99

Application Limit:

A **maximum** of 4 completed applications will be accepted per Agent.

*Email Applications to: categorymanagement@mbll.ca
Subject line: W2021-12 Table Wine – New Zealand
Application deadline: 11:59 pm CT, Tuesday November 9, 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 December 24, 2021.

Thank you,
Category Management